



**FOR IMMEDIATE RELEASE**  
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## **Golden opportunity for fundraisers at the Bradford 2010 Half Marathon**

The London Marathon, the UK's biggest fundraising event is over for another year. So now is the ideal time to start looking for new and exciting opportunities for your organisation.

The Bradford City Run, **Sunday 17<sup>th</sup> October** organised by Bradford Metropolitan District Council, is now in its second year and combines a number of events for runners of all abilities including:

- Half marathon
- Half marathon 4 person relay
- 5k fun run
- 3k and 1k children's fun runs

As recently reported on the Guardian's website, running in the UK is on the up. The most recent Sport England quarterly figures reveal that participation in athletics (including running and jogging) has increased by more than 215,000 to 1.827 million between the 2007/08 survey and the 2008/09 survey.

The increasing popularity of well organised, long distance running events can only be beneficial to both charities and the fitness of the nation as a new breed of running enthusiasts comes through.

With many bigger events over-subscribed, the Bradford City Run still has the capacity for expansion. And if you join in now, as a loyalty bonus we'll guarantee your places going forward\*

With a start to the crowds in the city centre, its award winning Lister park (Britain's Best Park 2006), undulating hills (including stimulating 1:4) and a route that skirts through the renowned Bronte countryside, the Bradford City Run really ticks all the boxes.

In the aftermath of the controversy surrounding Golden Bonds, the Bradford City Run represents an excellent mass participation event for all charities. Although the race's official partner is 'Age UK', Bradford Council welcomes all charities to participate in encouraging their support to get fit and 'get up and running'.

All tickets sold will be on face value only and are not for profit.

Bradford City Run takes place on **Sunday 17<sup>th</sup> October 2010**. To discuss your involvement in the event please contact: \*Bradford City Run Marketing, Digi Berry on 020 7404 9594. The cost of an adult place is Half Marathon £15, Fun Run £5 and for Juniors 3K & 1K Races £5, Fun Run £2. Visit [www.bradfordcityrun.com](http://www.bradfordcityrun.com) for more information.

**ENDS**

**Notes to editors:**

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Get up &  
Running in  
Bradford