



News Release

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Official sponsors proud to support Bradford City Half Marathon

Bradford Metropolitan District Council is delighted to announce this year's Bradford City Run's official sponsors. Locally based retailer Sportsshoe.com and sports shoe and apparel specialists ASICS are again lending their expert support to the event.

Based in the heart of Bradford, Sportsshoes.com was established in 1982 by Bruce Bannister, a professional footballer with an international career spanning over 18 years. Over the past 28 years the company has gained a reputation for providing customers with the widest range of products, at the best value, combined with excellent customer service.

Brett Bannister, Managing Director of Sportsshoes.com explains; "As a family company from Bradford, we believe it's very important for Sportsshoes.com to be involved in a community event which inspires the general public to put on their running shoes, get fit and take steps towards a healthier life. We're proud of our city and proud to be sponsors of this race. We're looking forward to another great day."

The second sponsor to sign up for the 2010 Bradford City Run is the highly esteemed ASICS brand. ASICS has been developing sports shoes and apparel for more than 50 years. The company's name, an acronym for the Latin phrase "Anima Sana In Corpore Sano", meaning "Sound Mind In A Sound Body", has helped shape the business' philosophy to ensure they produce innovative sports products solutions and technologies to help athletes and active consumers achieve their goals.

Rebecca Jones, Promotions and Events Manager for ASICS comments; "ASICS sponsorship of this year's Bradford City Run is another significant step for ASICS in building their portfolio of events which attract all abilities of runners from children, hobby runners to serious runners."

The 2010 Bradford City Runs takes place on Sunday October 17th and includes a scenic half marathon, 5k fun run that takes in the award winning Lister Park, and two children's races covering 3k and 1k which will provide challenges for all ages.

Running enthusiasts can now register online for any of the events at www.bradfordcityrun.com.

ENDS

Get up &
Running in
Bradford

Notes to editors:

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