



INTERESTING RACES IN BEAUTIFUL PLACES

## COTSWOLD EKIDEN 2017

### THE EVENT

**Cotswold Ekiden is a brand new event coming to one of the most beautiful places in the country. It is a relay race over a 5.5km off-road route which takes in the beauty of the surrounding Cotswold hills and the majesty of Sudeley Castle. Inspired by the traditional Japanese ekiden relay races, this September R & R Pursuits will bring the best of Japan to the British countryside.**

Each team will consist of four runners with each runner completing one lap of the route and then passing the tasuki (chip-timed sash) to a team member. Ekiden is all about the tasuki. It is about teamwork, determination and pride in getting it around the course and finishing in a time that reflects the best ability of the team.

**The race starts at 10:00am on Sunday 3<sup>rd</sup> September 2017.**

Entries close on 1<sup>st</sup> August 2017 (no entries accepted on the day).

**The entry fee is £11 per runner if affiliated to UK Athletics, Trail Running Association, or if a parkrun participant (parkrun barcode wristband to be provided as proof on the day); or £13 for non-affiliated runners.**

Runners register individually via [www.entrycentral.com/cotswoldekiden](http://www.entrycentral.com/cotswoldekiden) to enter.

Further information can be found at [www.rnrpursuits.com](http://www.rnrpursuits.com) and on Facebook [www.facebook.com/rnrpursuits/](https://www.facebook.com/rnrpursuits/)

### WHAT IS EKIDEN?

Ekiden originates in Japan, where it is a huge spectacle. Ekiden is an ancient Japanese system of mail delivery. Couriers would run from station to station delivering the mail. About 100 years ago a race was born out of this concept and has continued to grow ever since.

These days Ekiden is one of the most popular races in the world. In Japan the biggest races are watched by millions on national TV and the leading runners are household names. Large races now take place in countries as far and wide as Australia, China, France, Korea, Netherlands, Singapore, Thailand and the USA.

### WHAT THE EVENT OFFERS

**A different type of event and unique atmosphere for the UK running calendar.**

To ensure a truly unique atmosphere, we are bringing a taste of Japan to the event. Set against the background of the archetypal English countryside will be the sounds and sights of the Bristol Taiko drummers. Taiko is quintessentially Japanese and recognisable all over the world, not only by sight but by the emotion-generating sound that is created by the drummers.

All runners will receive a t-shirt and medal on completion of the race and prizes awarded to the top teams.

Teams are chip-timed.

Paramedics will be available in the event hub and on the course to deal with any injuries.

The University of Worcester will be at the event hub providing free sports massages to all runners throughout the race.

Free Parking

Free toilets

## **THE EVENT HUB**

**This is the main focus of our event as it will be the place where runners will wait and spectators will be. From here they will be able to watch the start and finish, the tasuki handover and the live video feed from further round the course.**

Located within the grounds of Sudeley Castle and next to the visitor centre, the event hub is ideally placed being close to the car park and toilets. This means the runners will be have access to their vehicles throughout the race allowing them to have the kit they need for waiting or running, whichever suits them.

Being runners ourselves we understand the importance of having the right amount of toilet facilities so have ensured that there will be sufficient toilets to meet demand.

The relay format means that people could be waiting around for their team mates to finish; to help with the waiting around Hot and cold refreshments are being made available by Sudeley castle for these runners and supporters. This includes a special Sunday morning menu including bacon butties. These will be available from their visitor centre; but at our event hub we are working hard to ensure we have Japanese food stalls to help enrich the event experience and promote the Japanese theme that we are passionate about.

Medical practitioners will be based here to deal with any injuries that may occur on the course or in the hub.

## **THE ROUTE**

**The route shows off the best of the area and has something for everyone.**

The 5.5km route takes runners through the estate around flat grass fields before slowly undulating across grassed farm fields. The route then takes in a gravel and stone footpath up to the top of the route. Runners can then really let their legs go as the next 1.3km takes them downhill along a small quiet tarmac road. The route then re-enters the Sudeley estate and leads to the event hub field allowing for a sprint finish.

The route is undulating and classed as off-road. However, the mixed terrain keeps it interesting for new and casual runners; and provides opportunity for quicker runners to put in a very fast time.

The route provides runners with a beautiful backdrop and the sight of the castle gives them something to head for.

The course is very simple to follow and will be marshalled and very well signposted. Marshals will be specifically employed at the only pinch point to ensure runners go the correct way among other positions around the course to ensure they are available to receive any queries and give assistance where needed. All marshals will have radios and able to contact both race HQ and first aiders immediately.

## WHO ARE R&R PURSUITS?

R & R Pursuits was set up by Richard Hobbs and Robert Greenock. We are lifelong friends who have talked for a long time about setting up a running event company. We were just waiting to provide something different to what is a packed UK racing calendar. Rich is a runner and Rob is a Japanophile, so the idea of organising a traditional Japanese running race seemed to be the obvious option.

Our aim is to provide interesting races in beautiful places. We are organising other Ekiden races in 2018 and will be providing a variety of race distances. All races are guaranteed to take place in beautiful locations.

Sudeley Castle have seen the potential of Ekiden races and are working closely with ourselves to provide a great event, both in September and in the future.

Runners can contact us at [info@rnrpursuits.com](mailto:info@rnrpursuits.com) and businesses, media and suppliers can contact us at [rich@rnrpursuits.com](mailto:rich@rnrpursuits.com)

## SPONSORSHIP OPPORTUNITES

The opportunity to be the title sponsor is still available which means you have your name in front of the race name plus guaranteed maximum exposure in all related social media, literature and on the day itself.

There are also opportunities to sponsor the tasuki's, winner's prizes, finisher's t-shirts and medals.

Please contact Rich at [rich@rnrpursuits.com](mailto:rich@rnrpursuits.com) to discuss further.

## LEGAL STUFF

R&R Pursuits have public liability insurance covered by Insure My Event.

All external partners (including Sudeley Castle) have their own public liability insurance. Any services they provide will be covered by their insurance and will be their responsibility. R&R Pursuits will take no legal responsibility for them.

All runners agree that they are fit and healthy to partake in the race and that R&R Pursuits will not be responsible for any illness, injury or loss of personal belongings to runners and their supporters. All those attending do so at their own risk.

Medical cover at the event is provided by experienced company MedAid.

The event and associated actions have been risk assessed and details passed to Sudeley Castle and other relevant agencies (Tewkesbury town council, Gloucestershire County Council and Gloucestershire Police). All relevant agencies are happy that all appropriate measures have been put in place to ensure a safe event.



University  
of Worcester

