

### OVER 382,000 KM COVERED COLLECTIVELY

The equivalent of completing Dixons Carphone Race to the Stones 3,820 times...



**8,330**

walkers and runners took to the great outdoors



**>£50,000**

raised for hundreds of UK charities



**80%**

reported a positive impact on their mental wellbeing

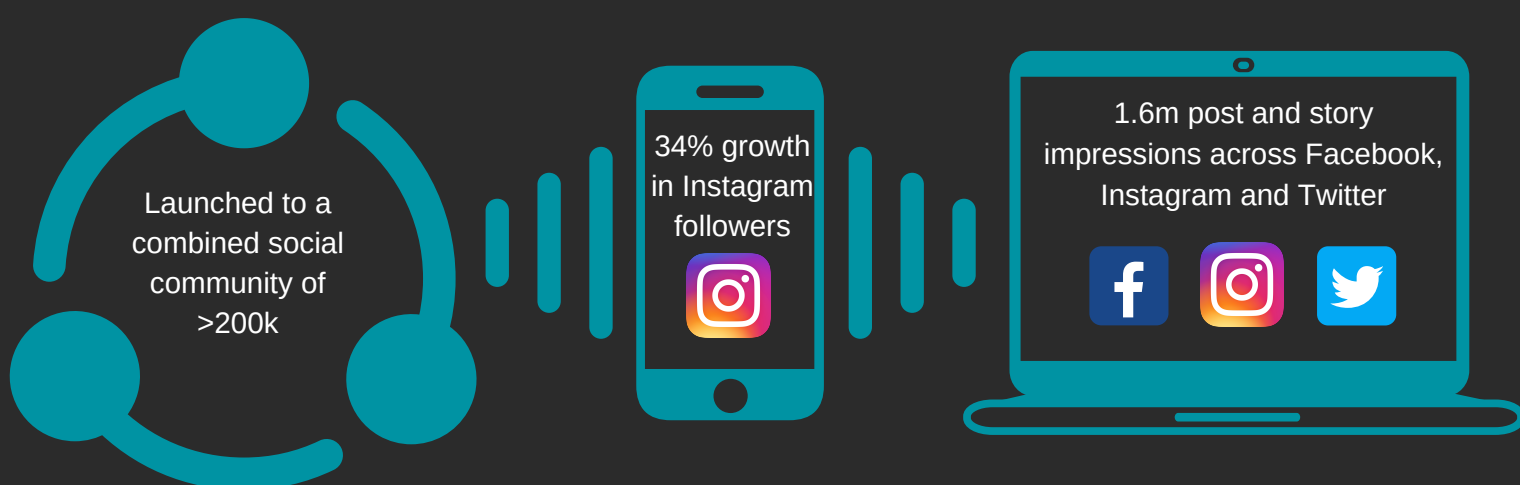


**86%**

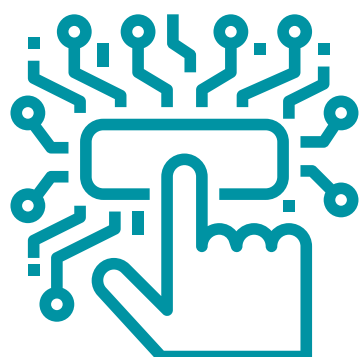
want to sign up to the virtual event next year

### GLOBAL REACH AND ENGAGEMENT

35 nationalities represented including participants from Australia and the US



### HUGE IMPACT FOR SPONSOR AND PARTNERS



Combined partner post reach of **>330k** across Facebook and Instagram

**Coverage** in Trail Running, Women's Fitness, Sports Industry Group, Endurance Business



**>5,500** emails opened every day by our participants

**>6,000** social media entries for partner competition prizes

### HIGHLY ACCESSIBLE, APPEALING TO WIDE RANGING DEMOGRAPHIC



**60 / 40 %**

Female / Male split

"It will boost your energy, clear your mind and make you feel so proud of yourself!"



"I really loved how it brought the running community together safely. The support was incredible."



**Ages 16 - 80**

Intergenerational

### BUILDING TEAMS IS MORE IMPORTANT THAN EVER: WE CAN HELP

With an increase in remote working, the need to bring teams together has never been stronger. Whether it's a bespoke virtual challenge, partnership opportunities or team entries for your colleagues - let us listen and see how we can help.

#### EVENT PARTNERS



#### CHARITY PARTNERS

