



SUNDAY 30 AUGUST 2009

LAUNCH MEDIA PACK

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REBEL SPORT CITY TO SURF FOR ACTIV MEDIA CONTACTS

Event Manager	Laura McKelvey	Corporate Sports Australia	0410 272 040
Event Coordinator	Shanti Davie	Corporate Sports Australia	9226 1233

GENERAL INFORMATION

EVENT DATE	Sunday, 30 August 2009
WEBSITE	www.perthcitytosurf.com
EMAIL	citytosurf@csports.com.au



KEY EVENT INFORMATION

EVENT	START LOCATION	TIME
City to Surf Half Marathon	St Georges Terrace	6.30am
City to Surf Marathon	St Georges Terrace	7.00am
Channel Nine 12km Run	St Georges Terrace	9.00am
12km Walk	St Georges Terrace	9.00am
11km Wheelchair	Kings Park Clock	9.02am
4km Walk/Run	Perry Lakes Reserve	10.30am

EVENT SCHEDULING – A CLEAR RUN FOR ALL

With the inclusion of the City to Surf Marathon in the 2009 Rebel Sport City to Surf for Activ program, organisers have gone to great lengths to ensure no one event category overlaps on course with any other. With a unique course design where all events share large portions of the route this has been no small task.

With the above scheduling of event categories, as well as the use of multiple lane routes and brief barriered sections of course, an uninhibited journey for all race categories has been achieved by Race Director and Marathon & Half Marathon course designer Chris Letts.

The result will be an extraordinarily unique on course atmosphere for participants in all events, especially those participating in the inaugural City to Surf Marathon – they will have a built in support crew of over 25,000 12km event participants to carry them through the last 12kms of their event, and a wonderful welcome at City Beach with the mass field of the 4km & 12km events arriving at the same time as the 2.5 – 4.5 hour finishers in the marathon event.

This schedule not only allows the elite athletes of each category the opportunity to compete on a free track, but will also resolve any issues previously experienced where athletes of one category are forced to overtake those of another. With defined course boundaries we have been able to achieve an environment that allows each and every participant the best possible journey from start to finish. It will allow for a better flow of participants across the course and will also achieve well earned status to those who are able to cross the line first in the different categories. An empty finish gantry will welcome the winners of all event categories in 2009.

PARTICIPANTS

- Record participant numbers in 2008 hit 36,825. This was a significant increase from 2007's field of 29,735.
- The 2008 Half Marathon field was the largest ever assembled in a half marathon event in WA at 1587
- In 2009 Organisers are expecting another record field of 40,000 participants across all events.
- Organisers hope to attract the largest Marathon field ever in WA which will mean a field of over 577 participants. 1000 participants are expected to take part in the inaugural City to Surf Marathon.



INTRODUCING THE CITY TO SURF MARATHON

In 2009 and for the first time a full 42.2km marathon will be run as part of the 35th year of the Rebel Sport City to Surf for Activ. The event will carry with it a cash prize pool of \$100,000, designed to entice Australia's best distance runners, and to attract a solid international field. The prize money will make the City to Surf Marathon, in its inaugural year, Australia's richest road race.

In addition to assembling a quality field, the generous prize pool is also an investment into the future vision of event organisers. The foundations for growing the Perth City to Surf Marathon into one of the world's premier city marathons are being laid and the hope is: where the best go, and the fastest times are run; the followers of distance running around Australia and the world will follow.

Athletics Australia has welcomed the inclusion of the event to the Australian running calendar, citing the City to Surf Marathon as a fantastic new addition to the road running calendar. The exposure the City to Surf Marathon will attract is a real opportunity to showcase Australia's great distance athletes. Australia has a strong history in road events and this success helps to inspire new generations of athletes. The Perth City to Surf Marathon will bring some of Australia's current road champions to the west which organisers and Athletics Western Australia hope will really help to reinvigorate and build distance running in Perth.

The course will take participants on a tour of some of Perth's most beautiful scenery in a 42.2km path from the City to the Surf. Race Designer Chris Letts has created an amazing course set to stand the test of time as the event grows over the coming years. The event takes place on major roads through the western suburbs of Perth and has purposely avoided any tracks or footpath sections to allow for continued growth. Participants will run along the river for the first half of the race before heading in to beautiful Kings Park and then onto the traditional finish at City Beach.

The Marathon event has been added to the event program for everyone to enjoy, not only serious runners. A city marathon is unique in that it allows elite athletes and recreational runners to participate in the same event. In the company of some of the world's fastest distance runners, other participants can achieve significant personal goals on the same course, on the same day, in the same event. This category gives members of the community an opportunity to further their fitness aspirations and become part of the ever increasing worldwide interest in marathon running.

The Perth community will be encouraged to get behind this special event. Non-participants will be welcomed as spectators to offer encouragement and support to runners along the 42.2km route. A festive vibe will be created by the excitement of the race and the provision of entertainment on course. Spectators can also share in the runner's excitement and relief as they cross the City Beach finishing line, exhausted and exalted by their great personal achievements.

More information on the City to Surf Marathon is available at www.perthcitytosurf.com



THE EVENTS & COURSES

CITY TO SURF MARATHON

The City to Surf Marathon is one of the most picturesque courses in Australia. The route takes participants on a scenic tour from the City to the Surf, incorporating the traditional City to Surf route of the 12km event which has been run every August for 35 years.

The course starts in Perth's CBD on St Georges Terrace and consists of a 21.1km loop along the beautiful Swan River, past the iconic Old Swan Brewery and through the beautiful grounds of the University of Western Australia. The second half of the Marathon (also the Half Marathon course) consists of a 10km loop through Perth's most popular tourist attraction, the picturesque Kings Park, followed by a final 12km that takes in vibrant Subiaco, Perry Lakes the site of the 1962 Commonwealth Games, Bold Park, and onto the finish at City Beach on the Indian Ocean. The first half of the course is flat and fast, the second half a little more challenging. Pacing is the key.

Course map enclosed.

HALF MARATHON

The Perth City to Surf Half Marathon is one of the most scenic courses in Australia. The route takes participants on a picturesque tour from the City to the Surf, incorporating the traditional City to Surf route of the 12km event.

The course remains largely unchanged in 2009. Participants start in the Perth CBD on St Georges Terrace and take a 10km loop through Perth's most popular tourist attraction Kings Park, on exit of the park there will be a short run up Thomas Street to take the new route through Subiaco down Hay Street. Then it's on through serene Perry Lakes then to the finish at City Beach on the Indian Ocean. The course is a little challenging. Pacing is the key.

Course route shown on enclosed spectator map.

CHANNEL NINE 12KM RUN & 12KM WALK

The blue ribbon event of the Rebel Sport City to Surf for Activ is the Channel Nine 12km Run. This is the traditional route from the City to the Surf and has start groups catering to all levels of fitness. There is huge participation in this event and it's a great morning out, not to mention a great workout.

In 2009 the route will take a new turn with the course being re-routed through Subiaco. The traditional course saw participants head down Bagot Road at the end of Kings Park Road, however to accommodate growth in the event the route will now take participants up Thomas Street and left on to Hay street. The new route will see participants pass through the heart of Subiaco and be offered support by locals on the café strip. From the bottom of Hay Street the event will follow its traditional path on to City Beach.

Course route shown on enclosed spectator map.

11KM WHEELCHAIR

The 11km Wheelchair event is one of the toughest on the program. The route follows that of the 12km event only the start line is at the top of St Georges Terrace. This means participants avoid starting on a huge hill but they still must face Underwood Avenue around the 5km mark, and it's a killer!

Course route shown on enclosed spectator map.

4KM WALK/RUN

The 4km Walk/Run starts at Perry Lakes and travels through Floreat and City Beach to the same finish line as all other events. It's a great event for the kids and the elderly or for those who want to take part but at a shorter distance. Participants are welcome to walk or run the course and prams and wheelchairs are welcome as long as they start at the rear of the field. This event is a great way to get involved and a good starting distance for beginners.

Course route shown on enclosed spectator map.

Course Maps for all events can be downloaded at www.perthcitytosurf.com



NEW IN 2009 NEW START, NEW FINISH

NEW FINISH PRECINCT – CITY BEACH

2009 will see every participant finish their event on West Coast Highway, not the usual grassy track on City Beach Oval. The final downhill that usually takes participants on to a sometimes soggy and slippery City Beach Oval has been replaced in favour of the solid under foot finish of West Coast Highway. Participants will come through the final intersection of Oceanic Drive and West Coast Highway and head north up the Highway to finish on the road.

The new finish gantry will allow for additional public viewing as participants cross the finish line as well as improved recovery services for participants in all events.

The finish precinct will remain on the Oval where participants will be directed after they cross the line. The oval design has been overhauled to better accommodate the growing field and to allow for continued growth. Corporate marquees will still be available on City Beach Oval with increased capacity and availability.

Entertainment will also be back on the Oval in 2009 as organisers encourage participants to stay and cheer on those finishing the Marathon later in the morning, some having been on course for over 6 hours!

Maps of the finish precinct overhaul will be available in August in the Official Event Guide available at www.perthcitytosurf.com

NEW START PRECINCT – THE ESPLANADE

To accommodate the growing fields of the 12km events and the Marathon & Half Marathon, participants will this year be asked to assemble on the Esplanade rather than the traditional line up on St Georges Terrace. Start groups for the various events will then be marshaled to the Terrace prior to their event start time ready to take off when the starter's horn blows.

The move is necessary as the total city start numbers look to nudge 30,000. The move will allow support services in place at the start line to run more efficiently and to allow for continued growth of the event that has outgrown its traditional mustering area on St Georges Terrace. There will also be the opportunity for those in the lower start categories of the 12km event to catch a glimpse of the elite marathon field as they pass by the Esplanade to complete the first 21kms of their event category. The natural crowd will be a huge boost to marathon runners and create a unique on course atmosphere for the marathon participants.

Moving the marshalling area will also assist organisers to segregate the varying start groups within the mass event. Over the past few years the more serious runners in the 12km field have become increasingly frustrated with the integration and infiltration of slower runners, walkers and those having a more leisurely day out with children and prams. The new assembly system will make it difficult for participants to begin the race outside of their start category and therefore address this problem.

Maps of the start precinct overhaul will be available in August in the Official Event Guide available at www.perthcitytosurf.com along with marshalling details.



NEW IN 2009

SKINS RECOVERY AREA

All Marathon finishers will have access to the Skins Athlete recovery area at the finish precinct on City Beach Oval. Thanks to Skins the private marathon recovery area will offer full recovery services including nutrition, hydration, massage and much more.

PRIME HEALTH TEAMS CHALLENGE

The Prime Health Teams Challenge is new in 2009.

We are challenging teams to not only be the largest but also to run the furthest...

Prizes will be awarded to: Largest Team – this will be awarded to the corporate team with the most team members registered across all events and Furthest Distance – this will be awarded to the team who runs the furthest distance as a team. The challenge is designed to encourage team members to take on a longer event and really challenge themselves.

BE SEEN IN ASICS

Asics will be giving away four \$1,000 Asics prize packs to four lucky runners from the Marathon, Half Marathon, Channel Nine 12km Run & 4km Walk/Run.

Finish your event dressed from head to toe (top, shorts, socks and shoes) in Asics and you'll be eligible. Asics representatives will select a random finish time for each of the above events and the runner who finishes closest to that time dressed head to toe in Asics will receive a \$1,000 Asics voucher!

ON COURSE – POWERADE AND GU ENERGY GEL

Powerade and Gu are new sponsors for 2009. We're very pleased to announce that every participant will receive a bottle of Powerade No Sugar once they have crossed the finish line.

Powerade Isotonic will also be distributed at every aid station on course for the Marathon and Half Marathon, and Gu Energy Gel will be available at selected aid stations on course. See enclosed marathon map for exact locations.

COLES EARLY BIRD PROMOTION

Participants who enter online before Sunday 19th July 2009, will be sent an exclusive Coles Rebel Sport City to Surf for Activ Rewards Card. Anytime participants shop at Coles between 13/8/09 and 23/9/09 they will receive 5% off the total upon presentation of the rewards card.



RETURNING IN 2009

GET YOUR KIT OFF FOR A GOOD CAUSE

In 2008 in partnership with the Good Sammys the City to Surf launched a hugely popular and successful clothes donation initiative called Flick Your Kit. Participants were asked to wear old clothes over their running gear that they're willing to donate to charity.

Flick your kit will again be running on event day as part of the improved free clothing transport service offered to all participants. Participants can take the option to donate their old clothes to charity and hand them in at the Esplanade, or they can use the Thrifty Clothing service which will see their clothes tagged then transported to the new finish precinct on City Beach Oval ready for collection from the Thrifty Trucks when they reach City Beach.

ACTIV DRAGONFLY CHALLENGE

The Activ Dragonfly Challenge draws on what's fast becoming a global trend – cause-related running. The Rebel Sport City to Surf for Activ has followed the likes of the London and New York Marathons, giving participants the chance to run, walk or wheel – and be sponsored along the way.

The Activ Dragonfly Challenge encourages teams or individuals to create a fundraising web page where friends, relatives or colleagues can make an online donation in support of their efforts. Proceeds from the Challenge go directly to event beneficiary, Activ.

Teams and individuals can nominate to take the Activ Dragonfly Challenge when registering online at www.perthcitytosurf.com. Simply follow the prompts to create your web page and start fundraising!

FANCY DRESS

Fancy dress participants add a colourful and entertaining element to the event and they certainly get noticed. Some participants go to great lengths to make something fun and original to wear as they compete.

ABOUT ACTIV



- Activ is one of Western Australia's leading community benefit organisations;
- Activ provides accommodation, recreation, respite, employment and life skills development (People, Skills & Community) services to 2,300 people with disability and their families.
- Activ employs more than 1,000 staff and more than 1,000 people with disability.
- Activ is the owner and beneficiary of the Rebel Sport City to Surf for Activ. The Rebel Sport City to Surf for Activ is a key annual fundraiser for Activ.
- The Rebel Sport City to Surf for Activ will this year be supported by some 1000 Activ volunteers.
- Participants in this year's Rebel Sport City to Surf for Activ can help raise record funds for people with disability. **See enclosed media release for more information.**



EVENT PARTNERS

Corporate Sports Australia and Activ would like to thank the following Sponsors and Event Partners who make the Rebel Sport City to Surf for Activ possible.

Naming Rights:	Rebel Sport
Major Sponsors:	Asics Nudie Prime Health Group Coles Powerade No Sugar
Media Partners:	Channel Nine Mix 94.5 The Sunday Times PerthNow
Category Naming Rights:	Channel Nine
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