



Royal Parks Foundation Half Marathon

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Embargoed until 00.01 on Monday 10th March 2008

Royal Parks Foundation launches first Half Marathon through Central London

Registration opens at 07.00 on Monday 10 March

The Royal Parks Foundation, in partnership with Brakes, is launching the first Half Marathon to race through central London. Registration opens online at 07:00 on 10 March for the 12,500 participants who will run through the beautiful surroundings of four Royal Parks on Sunday 12 October 2008.

A celebration of food and fitness, the iconic, fast-paced route is designed to make running more accessible and enjoyable for everyone - serious athletes and relative newcomers alike. Starting and finishing in Hyde Park, the half marathon guided by Nokia, takes in St James's Park, The Green Park and Kensington Gardens. Runners will have magnificent views of Buckingham Palace, Houses of Parliament, the London Eye, Marble Arch and the Royal Albert Hall.

The Royal Parks Foundation Half Marathon also aims to raise millions of pounds for charity. There are five leading beneficiary charities - Asthma UK, The Blue Cross, National Deaf Children's Society, Right to Play and UNICEF. Dozens of other charities and community groups will also gain vital funds from their runners.

Brakes, the UK's leading foodservice provider, is headline sponsor of the Half Marathon. Frank McKay, Brakes CEO commented: "Our sponsorship of The Royal Parks Foundation Half Marathon strengthens our ongoing commitment to support charities in the communities we serve. With over 50 years' experience of serving the foodservice industry, we are totally dedicated to helping deliver a responsible healthy sustainable future for all."

Spectators will be able to cheer on the runners around the picturesque race route and will enjoy exhibitions, demonstrations and other entertainment at the Brakes Food & Fitness Festival in Hyde Park.

Royal Parks Foundation CEO, Sara Lom, says "King Henry VIII chased through these Parks 500 years ago. As a keen sportsman, he'd be thrilled to see the 12,500 runners thundering towards the finish line in this great new race and raising vital funds for The Royal Parks and other charities."

Royal Parks Foundation Half Marathon Race Ambassadors include Daley Thompson, Zac Goldsmith, James Cracknell, Ben Fogle and Keith Wood, with more to be announced shortly. Daley Thompson says: "Great races such as this are perfect opportunities to involve many people in healthy activity and to promote the fun - and the challenge - of completing personal fitness goals."

Public and charity places are available online at www.royalparkshalf.com at 07:00 on Monday 10 March. Each participant will receive a running pack including a sports T-shirt, plus a medal when they finish, within their £39 entry fee.

Ends

**For more information and images please contact
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Notes to the Editor

The Royal Parks Foundation

The Royal Parks Foundation is the charity for London's eight Royal Parks. For further information please visit: www.royalparksfoundation.org or visit The Royal Parks at www.royalparks.org.uk

Brakes

Brakes is the headline partner for the Royal Parks Foundation Half Marathon and is the UK's leading foodservice provider www.brake.co.uk

Nokia

Nokia is delighted to be partnering with the Royal Parks half marathon in its inaugural year. The initiative is a way of showcasing Nokia's new Personal Navigation service, designed to allow runners to use their mobiles as an indispensable complement to their fitness activities whatever their level. www.nokia.co.uk

Asthma UK

Asthma UK is the charity dedicated to improving the health and wellbeing of the 5.2 million people with asthma in the UK. For further information visit asthma.org.uk or call the Asthma UK Advice line on 08457 01 02.

Blue Cross

The Blue Cross is Britain's pet charity, providing practical support, information and advice for pet and horse owners. For further information, please visit: www.bluecross.org.uk and www.allaboutpets.org.uk

The National Deaf Children's Society

The National Deaf Children's Society is the national charity dedicated to creating a world without barriers for deaf children and young people. For further information call 020 7490 8656, email fundraising@ndcs.org.uk or visit www.ndcs.org.uk.

Right To Play

Right To Play is a humanitarian organization using sport and play programs to encourage the healthy physical, social and emotional development of the world's most disadvantaged children. For further information visit www.rghttoplay.org.uk

UNICEF

UNICEF is the world's leading organisation working for children and their rights in over 150 countries. UNICEF works in partnership with local communities and governments, and is not funded by the UN, relying entirely on voluntary donations. For further information visit www.unicef.org.uk or call 0870 606 3377