THE DIGITAL RUNNING SHOW
13-14 JUNE 2020

In partnership with
Children with Cancer UK
Keeping families together

Sponsored by
asics

SHOW GUIDE
The Digital Running Show is brought to you by the organisers of the National Running Show. Join us online for live stage content, inspiration, expert advice, promotions on kit and technology, top tips on nutrition with live demonstrations and updates on future races.

The show, sponsored by ASICS, will run 9am – 5pm on Saturday 13 and Sunday 14 June.

This guide gives you an overview of what you can see and when and a practical guide on how to access the content you want.

**CONTENTS**

- Introduction
- Overview – how to use the platform
- What’s on and when?
- Exhibiting brands
- Help and support
FIND YOUR PERFECT SHOE

CUSHION EVERY STEP

GEL-NIMBUS™ 22

SPRING IN EVERY STEP

NOVABLAST™

PROTECT EVERY STEP

GT 2000™ 8
OVERVIEW

HOW TO USE THE PLATFORM

- Use Chrome or Firefox as a browser as these work best with the Hopin platform.
- Check the schedule beforehand to make sure you login in plenty of time for any sessions you want to watch – online you can add these to your calendar by clicking on the add to calendar button (b).

- Don’t forget to check out the Expo area (c) as nearly all of our exhibitors have special promotions over the weekend. They also have staff available to chat to you and answer your questions throughout the day. To redeem offers click on ‘register interest’ button (d).
- We have a fantastic line-up on the stage and sessions areas – with the mixture of pre-recorded and live content. Feel free to ask questions in the chat throughout.
# What’s happening and where?

## Saturday AM Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Session title</th>
<th>Stage/Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00AM–9:30AM</td>
<td>Yoga for Runners - reduce the risk of injury and improve your running with Sharon Dooley, Sports Injury Fix</td>
<td>Stage</td>
</tr>
<tr>
<td>9:05AM–9:35AM</td>
<td>Our passion for running and starting the Runderwear™ brand with Jamie Smalley and Richard Edmonds</td>
<td>Sessions</td>
</tr>
<tr>
<td>9:30AM–10:00AM</td>
<td>Leak when you run? Pelvic Floor Expert Class with Secret Whispers</td>
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<td>9:45AM–9:55AM</td>
<td>Welcome from our host Susie Chan</td>
<td>Stage</td>
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<tr>
<td>9:55AM–10:25AM</td>
<td>Catching up with Iwan Thomas - interview with Susie Chan</td>
<td>Stage</td>
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<tr>
<td>10:00AM–10:30AM</td>
<td>Myofascial Release for Recovery, Release and Improved Performance with Girls Run the World</td>
<td>Sessions</td>
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<tr>
<td>10:00AM–10:30AM</td>
<td>4 Steps to find your Perfect ASICS Shoe</td>
<td>Sessions</td>
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<tr>
<td>10:30AM–11:05AM</td>
<td>Taking steps towards better mental health with Hannah Beecham</td>
<td>Stage</td>
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<td>11:00AM–11:30AM</td>
<td>Train As A Woman with Girls Run the World</td>
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<td>11:00AM–11:30AM</td>
<td>Virtual Running + Weekly30 Run Challenge with England Athletics</td>
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<td>11:05AM–11:35AM</td>
<td>My Running Journey with Holly Rush</td>
<td>Stage</td>
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<tr>
<td>11:30AM–12:00AM</td>
<td>How Polar’s wearable tech can help you to become a better runner</td>
<td>Sessions</td>
</tr>
<tr>
<td>11:50AM–12:25PM</td>
<td>10 Ways to Regain Your Running Mojo with Lisa Jackson</td>
<td>Stage</td>
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</tbody>
</table>
PERFORMANCE RUNNING SOCKS BORN IN HOKKAIDO, JAPAN

PREPARED FOR ANYWHERE

Visit today www.yamatune.co.uk
### Saturday PM Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Session title</th>
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<tbody>
<tr>
<td>12:35PM–1:10PM</td>
<td>Cook along with Kate Percy’s Real Fast Food - Grab-and-go pre-run energy boosters - Rock Cake Bites and Almond Butter Energy Balls</td>
<td>Stage</td>
</tr>
<tr>
<td>1:00PM–1:30PM</td>
<td>ASICS: Women's Specific Technology</td>
<td>Sessions</td>
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<tr>
<td>1:20PM–1:40PM</td>
<td>How to compete rather than complete with Huw Williams</td>
<td>Stage</td>
</tr>
<tr>
<td>2:00PM–2:30PM</td>
<td>Stretching the Truth About Warm Ups with Mike James</td>
<td>Stage</td>
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<tr>
<td>2:30PM–3:00PM</td>
<td>Running Through the Menopause with Girls Run the World</td>
<td>Sessions</td>
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<tr>
<td>2:30PM–3:15PM</td>
<td>Better balance = Better running = BFS insoles with All About Balance</td>
<td>Sessions</td>
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<tr>
<td>2:40PM–3:10PM</td>
<td>Changes that get results with Derek Redmond</td>
<td>Stage</td>
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<tr>
<td>3:00PM–3:30PM</td>
<td>Different shoes for different runs with ASICS</td>
<td>Sessions</td>
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<tr>
<td>3:10PM–3:40PM</td>
<td>Applications of KAATSU Among Elite Runners with Steven Munatones CEO of Kaatsu Global</td>
<td>Sessions</td>
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<tr>
<td>3:20PM–3:50PM</td>
<td>Allie Bailey interview with Shelli Gordon</td>
<td>Stage</td>
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<tr>
<td>3:30PM–4:00PM</td>
<td>Top tips for Beginners with ASICS</td>
<td>Sessions</td>
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<tr>
<td>3:50PM–4:30PM</td>
<td>How to train for 7 consecutive marathons with Run777</td>
<td>Sessions</td>
</tr>
<tr>
<td>4:15PM–4:55PM</td>
<td>Allie Bailey interview with Renne McGregor</td>
<td>Stage</td>
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ZEPHYR™ VEST
THE NEW ZEPHYR VEST IS EXTRAORDINARILY LIGHTWEIGHT, YET DESIGNED TO CARRY 10L OF ESSENTIALS FOR ANY RACE.

MINIMALISM REINVENTED.

25% OFF OUR RUN COLLECTION AT CAMELBAK.CO.UK
APPLY THE CODE ‘RUNSHOW25’ AT CHECKOUT TO REDEEM OFFER.
OFFER VALID BETWEEN THE 13TH JUNE AND 21ST JUNE 2020
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<td>Sports Pilates with Jo Perkins, Sports Injury Fix</td>
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<td>10 minute Kettlebell Workout for Endurance Women with Girls Run the World</td>
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<td>Welcome from our host Susie Chan</td>
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<td>Tokyo and beyond with Jo Pavey</td>
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<td>Are you wasting your time stretching? with Mike James, Sports Injury Fix</td>
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<td>10:40AM–11:10AM</td>
<td>How to Never Get Injured Again with Sam MacIntosh</td>
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<td>11:30AM–12:00PM</td>
<td>Getting fitter and faster, using training zones and better recovery with Nick Anderson</td>
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RUN CHAFE-FREE

Visit the Runderwear Booth for 25% off award-winning, chafe-free running underwear, bras, socks & much more!

www.runderwear.co.uk

EXCLUSIVE 25% OFF
THIS WEEKEND ONLY

ENGLAND ATHLETICS

RUNNING AWARDS
GOLD

Trustpilot

⭐⭐⭐⭐⭐
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<td>All about the Pace with Paul Addicott</td>
<td>Stage</td>
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<tr>
<td>1:00PM–1:30PM</td>
<td>ASICS: Further, Faster and Beyond</td>
<td>Sessions</td>
</tr>
<tr>
<td>1:30PM–1:50PM</td>
<td>Everything you need to know about choosing your perfect running gear</td>
<td>Sessions</td>
</tr>
<tr>
<td>1:40PM–2:10PM</td>
<td>The 3 Key Levers Of Endurance Performance – with Andy Blow</td>
<td>Stage</td>
</tr>
<tr>
<td>2:20PM–2:50PM</td>
<td>Anna McNuff discusses lockdown running and her next adventures with Esther Newman from Women’s Running</td>
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<td>Better balance = Better running = BFS insoles with All About Balance</td>
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<td>Moving for Mental Health with ASICS</td>
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<td>Catching up Eilish McColgan - interview by Mike Seaman</td>
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<td>Allie Bailey interview with Mimi Anderson</td>
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ASICS

A Sound Mind in a Sound Body.

Driven by more than 60 years of innovation, discover the latest ASICS running shoes for men, women and kids. Combining functionality with both comfort and style, ASICS creates running shoes for all levels of ability. Whether beginner, intermediate or advanced, guarantee superior performance in new season running shoe styles including the iconic GEL-KAYANO 26, GT-2000 8 and GEL-NIMBUS 22.

25% (£125) OFF (FOR FIRST 10 WHO APPLY).

361° Europe

We are here to support you with our running shoes to go beyond your own expectations.

361° - ONE DEGREE BEYOND is about our dedication and commitment to support athletes of all levels of ability. We are here to support you to perform beyond your expectations. Every running shoe we create must deliver a specific experience and help you get faster or go further. Or just make you smile and be happy about your wake-up run! What is so different about our shoes? Check out our booth videos to explore all ins and outs of our range. Team 361° and achilles heel are waiting for you in the chatroom to answer all your questions!

All About Balance

All About Balance UK distributor of Barefoot Science proprioceptive stimulating insoles.

Barefoot Science insoles are proven in 1000’s validated tests to improve balance, increase performance and reduce injury risk. The use of infrared gait analysis, sEMG and foot plate technology has shown a consistent increase in balance as well as a progressive move towards symmetrical muscle activity, especially in the glutes and hamstrings, the powerhouse for runners. Better balance and better symmetry mean improved control of your feet at ground contact and push off, increasing running efficiency and at the same time reducing risk of injury. In addition to performance enhancement, BFS insoles help treat conditions including plantar fasciitis, shin splints, knee and hip pain. A great asset for all runners!!

20% OFF ALL PRODUCTS.
DISCOUNT CODE: NRS20 (FOR USE AT CHECK OUT.)

Barbados Tourism Marketing Inc

Promotion of the Run Barbados Marathon Weekend.

The Barbados Tourism Marketing Inc. is responsible for creating awareness and promoting the destination of Barbados as well as the events held on island. We are here at the Digital Running show to promote our Run Barbados Marathon Weekend as well as some of the other sporting events found on island.

COMPETITION: ONE TRIP FOR 2 TO THE RUN BARBADOS MARATHON WEEKEND

Children with Cancer UK

We are the leading national children’s charity dedicated to the fight against childhood cancer.

At Children with Cancer UK we raise funds for vital specialist research to save the lives of children with cancer. The mission of the charity is to improve survival rates and the quality of survival in young cancer patients, and to find ways to prevent cancer in the future. We’re delighted to be headline partners of The National Digital Running Show.

777Run

7 marathons. 7 countries. 7 days. Redefine what’s possible.

This isn’t a race to the finish line. This is an epic adventure of achievement, camaraderie, breathtaking scenery and pushing oneself and one’s teammates to achieve something they never thought possible. A unique way to globetrot – Exploring and experiencing new places and people is at the heart of what we do. run777 was born out of our pure joy of running and traveling combined. We always take the scenic route. We live for moments that you can’t put into words.

20% OFF ALL PRODUCTS.
DISCOUNT CODE: NRS20 (FOR USE AT CHECK OUT.)
The hamstrings and glutes are the big guns in running. Numerous tests using sEMG show BFS increasing and equalising the firing of these in many athletes.

UK distributors of Barefoot Science insoles

A unique non-orthotic insole that stimulates nerves and strengthens muscles from the feet upwards with every stride.

The patented dome shape under the mid-arch provides a progressive ‘in-shoe’ training system that is proven to:

• Gently stimulate the proprioceptive nervous system to improve balance and spatial awareness
• Retrain left/right side asymmetric muscles to symmetry to improve performance and reduce risk of injury.
• Promote immediate improved sequential firing of foot and lower limb muscles creating a better chain of movement upwards through the body.
• Control foot pronation at ground contact and encourage resupination at push off when running.

Barefoot Science...not just another insole

www.allaboutbalance.co.uk/my-account/shop/
**Beautifully Brutal**

Running Events held at the most breathtaking destinations in Wales.

Beautifully Brutal has such a wide selection of races to suit all abilities. From 5K all the way up to 100 miles, you are spoilt for choice! A mixture of coastal, mountain, sand, trail, rock and even caves! You’re looked after from the moment you arrive and all are fully marked out for you, a team of over 100 local marshals and jaw dropping views it all builds up for brilliant memories long after your blisters have healed and toe nails grown back! We recommend you check out and sign up to the races today!

**A MASSIVE 20% OFF ALL RACES DURING THE DIGITAL RUNNING SHOW FOR ALL ATTENDEES (VIRTUAL RACES NOT INC)**

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**Bioventus Global**

Active Healing Through Orthobiologics.

A Global Leader in Orthobiologics. We bring to market products which address a growing need for clinically effective, cost efficient, minimally invasive treatments, that engage and enhance the body’s natural healing processes, including: **DUROLANE®**

**DUROLANE** is indicated for the symptomatic treatment of mild to moderate knee or hip osteoarthritis. In addition, **DUROLANE** has been approved in the EU for the symptomatic treatment associated with mild to moderate osteoarthritis pain in the ankle, shoulder, elbow, wrist, fingers, and toes. **EXOGEN®** Using safe, painless ultrasound waves, the **EXOGEN Ultrasound Bone Healing System** stimulates the body’s natural healing process, helping fractured bones mend.

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**Black Girls Do Run UK (BGDRUK)**

A community to encourage and inspire regular black female runners.

BGDRUK was established in April 2019. We are a small running group who are all about encouraging, inspiring, and motivating black females to run and take part in running events. We are here to play a part in increasing diversity in running participation and running events. Running events are not always diverse, we are here to change the narrative, to dispel the stereotypes that regular females do not run! We can run, we do run, and we will run.

---

**BP3 Underwear**

Discreet, Absorbent & Washable Knickers for bladder leaks and periods.

BP3 Underwear - Sustainable and discreet knickers with 4 layers of absorbent gusset. Seamless scalloped edge for absolutely no VPL. For your comfort and protection from bladder leaks, periods, sweat and discharge.

10% OFF FIRST ORDER

---

**CamelBak**

Lightweight hydration for runners: vests, belts, packs and handhelds.

Light on your feet, heavy on hydration. With 30 years of experience and driven by athlete feedback, CamelBak’s collection of comfortable vests, packs, belts, and handhelds will help you hit the ground running. If you want modern design, ultralight fabrics, and a choice of fits and sizes: we’ve ‘Got Your Bak’.

**SPECIAL 25% OFF FOR ALL EVENT ATTENDEES**

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**Comfyballs**

Comfyballs, the most comfortable boxer ever made!

Comfyballs has worked long and hard to create the Ultimate Boxer and features the unique Package-Front design. This reduces heat transfer from the inner thigh and reduces movement without the squeeze. Comfyballs are highly breathable and sweat-wicking, making them an anti-chafing, fast drying boxer. The Performance and Superlight ranges are the ultimate runner’s choice; from Park Runs to Ultra adventures comfyballs has you covered. Your Balls Deserve Better! Now introducing the new ladies Comfy range.

25% OFF THIS WEEKEND
MEET THE NEW
POLAR GRIT X
AT
THE DIGITAL
RUNNING SHOW

JOIN TEAM POLAR TO:

• VIEW AND SHOP POLAR
• CHAT LIVE TO POLAR EXPERTS
• JOIN INTERACTIVE LIVE SESSION
• ENJOY EXCLUSIVE SHOW DISCOUNTS*

*On selected Polar products

JOIN TEAM POLAR TO:

OUTDOOR MULTISPORTS WATCH

POLAR VANTAGE V
PRO MULTISPORTS WATCH

POLAR VANTAGE M
MULTISPORTS WATCH

POLAR IGNITE
FITNESS WATCH
Endure Stronger

Run faster. Never get injured again.

We’re here to tell you: there’s no magic pill, shoes, recovery drink, or insole that will compensate for weakness and a poor diet. If you want to #RunTilYoure100, it’s time to do what others won’t, so you can do what others can’t. At Endure Stronger, that is forging three keystone habits: simple strength, injury prevention you can do anywhere from your living room to the commute, and real, evidence-based nutrition practices from the best practitioners and coaches in the field. Injury knocks ten weeks of training off the average runner’s calendar. Not us. Now, not you. We’re leading an all-out rebellion against injury and weaknesses. Join one of our online programmes today and see how far you can push your running to the next level.

ATTENDEES GET 30% OFF OUR 12-WEEK RUN STRONGER ONLINE PROGRAMME

England Athletics

Virtual Running and the Weekly30 Run Challenge.

England Athletics has launched the Weekly30 Run Challenge – a free weekly virtual running challenge that encourages runners of all levels to compete each weekend whilst also enabling competition between different sports. With group running and mass participation events currently restricted, the Weekly30 Run Challenge gives individuals a perfect incentive to run on a weekly basis whilst also proudly representing their sport. You’ll be competing against an online community of other runners from across the country – the competition will be fierce and the pride of your sport is at stake!

FREE OF CHARGE

Festival of Running – Coventry

Run historic Coventry on this city and country course.

Coventry Festival of Running has something for everyone. Half Marathon, 5k, & 2.5k wheelchair events all take place on the historic streets that Lady Godiva famously rode through. You will run the city centre streets in Coventry with the Half Marathon heading out towards Shakespeare’s county of Warwickshire, taking in the incredible countryside. If you’re looking for a setting new PB or if it’s your first event, this is a great course for you. Don’t miss out, secure your place now!

20% OFF ALL ENTRIES BOOKED BEFORE END OF JUNE

Girls Run the World

Online training and retreats for female runners and triathletes.

The complete online training platform for female runners and triathletes. From online strength to stretching, rehab and return to running programmes, right the way through to fully comprehensive training programmes, we help to support women of all life stages to achieve personal bests. Created by women, for women.

25% OFF ANY OF OUR ONLINE COURSES

Healthy Step

Products to rehabilitate and improve your feet and lower limbs.

We design and develop foot orthotics and lower limb products and have supplied over half a million pairs of insoles to the NHS and private podiatrists and physiotherapists over the last 20 years. We know how runners feet can be susceptible to injuries such as Achilles Tendonitis, Plantar Fasciitis and Runners Knee. The Healthy Step website features a free Advice Hub where you will find expert advice and videos from Podiatrists on a wide range of injuries, rehabilitation and access to some great products developed in the UK.

20% DISCOUNT ON ALL SOCKS, INSOLES AND REHAB ITEMS

K9 Challenge Events

The friendliest 5km trail event with your dog.

K9 Challenge is an event that currently takes place in Brighton on the South Coast of England, but for 2020 it’s gone virtual! It doesn’t matter where you live, both adults and children can enter the event, with there being a 5km option or a kids’ 1km option. Every person receives a medal and all 5km entries receive a dog tag and K9 Challenge bandana. 15% of every entry GETS donated to Raystede Animal Shelter who are desperate for funds following COVID-19.
A 10KM RUN – IF YOU CAN SHOOT STRAIGHT

“GREAT FUN. CHALLENGING. DIFFERENT.”

RIFLE RUN

BASED ON A MILITARY TRAINING EXERCISE CALLED A MARCH AND SHOOT. HOW FAR YOU RUN DEPENDS ON YOUR AIM.

- One 10km course, three shooting challenges. 20 targets for you to hit
- One on one instruction on each shooting station
- For every shot you miss you face a 250m penalty loop before you can continue. Hit 20/20 = run 10km. Hit 0/20 = run 15km
- Fundraising target: £100
- 10% off with the code ‘VNRS10’

DON’T MISS OUT
FIND AN EVENT NEAR YOU
WWW.SOLDIERSCHARITY.ORG/RIFLERUN

ABF The Soldiers’ Charity is a registered charity in England and Wales (1146420) and in Scotland (SC039189). Registered as a company limited by guarantee in England and Wales (07974609). Registered office: Mountbarrow House, 12 Elizabeth Street, London SW1W 9RB.
**KAATSU Specialist**

**KAATSU Training.**
The Biohacking Training to Exercise, Recover and Rehabilitate. Anytime—Anywhere.

**KAATSU CYCLE 2.0 - SPECIAL OFFER £100 OFF FOR ALL EVENT ATTENDEES AND 3 FREE INTEREST MONTHLY INSTALMENTS.**

**KitBrix**
Organise and protect you and your kit.
Achieve your maximum performance by saving time, protecting yourself and your kit while keeping you organised and prepared. Built to last, with waterproof elements and modular capabilities KitBrix products are helping runners, triathletes, swimmers, hikers, gym enthusiasts, footballers and many others, to enjoy and excel at their activities while having peace of mind. KitBrix offer more than just bags, it offers protection and organisation. Easy clean, easy to carry and made to use.

**LightupU**
Illuminated product to keep you safe when out and about training in the hours of darkness.
LightupU is a range of products inspired and designed by David Stobart, who whilst our training at night was a victim of a hit and run accident, despite wearing high visibility clothing. He was hit with such force that the wing mirror of the car was ripped off on impact leaving David hanging trapped and unconscious in a low growing tree, along with the mirror....

David did make a full recovery thanks to a passing motorist and the dedication of the emergency services.
Once back running he decided to develop source and market a range of illuminated wearable products to provide a strong visual awareness for anyone exercising or out and about during the hours of darkness.
LightupU now have a comprehensive range of illuminated heel clips, arm bands, device holders, waist belts, hats, helmet lights, cycle lights, spoke lights and clip on lights.
Our aim is to bring quality products at the best possible prices direct to the consumer. To help reduce the number of accidents by providing affordable, waterproof, reliable, easy to use products that everyone will use without a second thought, and help to ensure everyone can...

Be Seen: Be Safe.

**30% ACROSS ALL PRODUCTS ON OUR WEB SITE, DURING SHOW HOURS**

**Lonely Goat**
Lonely Goat RC is an online running community open to any age, any ability.
Designed for those who do not have the time to join organised running groups. This may be due to work, social or family commitments but still want to be part of a thriving community of like minded people.
The focus of Lonely Goat is not to win team events and trophies. It’s about representing the club’s values that are ingrained within everything we do. To support and inspire others and to achieve personal goals. By combining those values, Lonely Goat members have a sense of togetherness that exists when training alone, in groups or in races.

**MyoMaster**
Discounts on Recovery Enhancing Massage Guns and Compression Boots.
MyoMaster is a performance recovery brand, producing tools that enable runners and fitness enthusiasts to recover faster from training, prevent injuries and improve performance. With scientifically proven methodology, our comprehensive range of products are developed, tested and used by professional athletes, coaches and leading physiotherapists. Our product lineup includes compression therapy boots and percussive massage guns, as well as a number of other training and recovery enhancement aids. We’re here to help you get that extra edge in performance through better recovery.

**MYOPRO MASSAGE GUN, CHARGING STAND, GLUTE BANDS – £199**

**OOFOS**
Recovery Footwear for Runners!
OOFOS Recovery footwear makes you feel better. By absorbing 37% more impact than any other foam technology, combined with a supportive foot-bed, OOFOS allows your feet and joints to recover more quickly after activity.

**10% OFF FOR ALL EVENT ATTENDEES**
Free charger stand and silver head attachment with all purchases of the Pinpoint Pro™ MK1,
Worth over £50. Type in “Runner” only available during the event days
The Exhibition

Ordnance Survey

OS Maps App: Helping you discover new running routes.

For over 225 years, Ordnance Survey (OS) has helped people explore Great Britain safely and get outside more often. The OS Maps App features our innovative digital navigation, stunning 3D mapping, augmented reality, offline leisure maps and the new Greenspace layer. This simple to use App enables you to discover, create, plan and record running routes so you can head out on new adventures without getting lost. Get ready for your best run ever!

ONE MONTH FREE - OS MAPS APP PREMIUM

Polar

For over 40 years Polar has been the innovator of sports technology; helping athletes, of all levels, as well as coaches, to achieve their peak performance.

Fresh from the launch of Polar Grit X, the new outdoor multisport watch, our team of experts will be on-hand to answer any of your tech queries, during the show. Keep an eye out for Polar’s live sessions over the weekend, to enjoy exclusive show discounts on a selection of Polar products.

EXCLUSIVE DIGITAL RUNNING SHOW 2020 PRICE PROMOTIONS AVAILABLE ON A SELECTION OF POLAR PRODUCTS

Precision Hydration

Personalised hydration plans and electrolytes that match how you sweat.

Precision Hydration offer Sweat Testing and electrolyte supplements that match how you sweat. A ‘one size fits all’ approach to hydration doesn’t cut it because everyone sweats differently, which is why we focus on personalising your hydration strategy.

We work with a long list of elite runners, including 2x Olympian Eilish McColgan, and we help pro teams in the Premier League, NFL, NBA, MLB and Formula One perfect their athletes’ hydration strategies.

Visit ‘precisionhydration.com’ to take our FREE online Sweat Test or to book a FREE 20 minute video call with a Sweat Expert to get started with refining your hydration strategy for when we can safely return to racing.

3 FOR 2 ON ALL ELECTROLYTES

FREE SILVER HEADS AND CHARGER STAND WORTH OVER £50

Pinpoint Pro

Percussion Therapy with Pinpoint Accuracy.

The Pinpoint Pro™ MK1 Massage Gun is a top of the range premium handheld percussive therapy device designed to provide a rapid burst of pressure which sends pulses deep into the tissues of the body which in turn enhances the flow of blood to allow for faster recovery in the relief of pain, at the same time improving function and range of motion.

Expertly crafted, the Pinpoint Pro™ MK1 Massage Gun is the first product to be released aimed not just at the Sports Athletes, Martial Artists & Fitness enthusiasts, but also those that suffer from muscle aches, muscle soreness or muscle tension.

“The Pinpoint Pro™ MK1 Massage Gun is a must-have addition for any Sports Athletes, Fitness Enthusiast, Martial Artists and the like that are serious about their recovery”

FREE SILVER HEADS AND CHARGER STAND WORTH OVER £50

Rifle Run The Soldiers Charity

A 10km run... If you can shoot straight.

Rifle Run is the first event of its kind – based on a military exercise called a march and shoot it combines three shooting challenges with a 10km cross-country run. Supporting ABF The Soldiers’ Charity – the national charity of the British Army.

10% OFF INDIVIDUAL & TEAM ENTRY

Run2Paris

Your next great running adventure.

A team of 5, a half marathon, every day, for 4 days. Together you have just Run2Paris.

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THE ULTIMATE PERFORMANCE BOXER

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OFFER VALID FROM 13TH TO 21ST JUNE
The Runderwear™ story began as a solution to a problem that is the bane of many runner’s lives – chafing.

Runderwear’s founders, Jamie and Richard, met at Loughborough University, immediately bonding over a shared passion for sport and running.

After university Jamie decided to do the New York Marathon. Whilst there, he realised that whilst he had great technical outer clothing, he was wearing his usual underwear which was chafing. Jamie searched the marathon expo for some performance underwear, but all he could find was a pair of large Women’s Hot Pants! Not ideal!

On Jamie’s return to the UK, he and Richard started to look for good running underwear; they tried a few brands, but nothing was right, so they decided to make their own and Runderwear was born!

Fast-forward to winning ‘Best Underwear and Socks brand’ at the National Running Awards in 2018/19 and 2019/20 and becoming England Athletics Official Bra and Underwear Partner!

Today, the Runderwear range has grown to include different styles of performance underwear, running bras, socks and base layers.

Runderwear remains dedicated to creating chafe-free clothing for all runners, everywhere.

25% OFF FOR ALL EVENT ATTENDEES

Running Heroes
Run. Get rewarded.

Running Heroes is a free website and app that rewards you for running with exclusive discounts and prizes. It doesn’t matter if you run a little or a lot, fast or slow – Running Heroes guarantees you’ll get epic deals and win great gear.

Secret Whispers®
Multi Award-Winning Womens Healthcare Company.

Secret Whispers is the recommended Multi-Award Winning Pelvic Floor Kegel Exercise Kit for Women! The womens healthcare company has been named as a top 100 trail-blazing small businesses in UK. As mentioned on the Chris Evans Virgin Radio Show! From as little as 20 minutes a day you can improve your pelvic floor strength. The simple yet very effective solution to stop or avoid embarrassing leakage issues. Strengthen, Tone & Tighten Your Pelvic Floor Muscles Fast! Excited to launch our second product – The CupIT™ Menstrual Kit. The healthier alternative to tampons and pads. Each Cupit lasts 10 years!

20% OFF FOR ALL VISITORS

Sports Injury Fix
The treatment room – get help now!

Need self massage advice?Looking for reassurance and/or a 2nd opinion?Want evidence-based advice about injuries from an experienced professional?Want to know how to avoid injury when stepping up to a longer distance?Covid19 may have stopped visits to therapists but you don’t need to suffer and can still access helpful advice, guidance and treatment remotely through Telehealth / video calls with great results. SportsInjuryFix.com remains the platform to find the best running injury specialists and are back for the 4th time running the Treatment Room. Remove those injury worries with consultations at 50% less than the average high street price.

Trail Running Magazine
The UK’s only mag dedicated to the exciting, adventurous world of off-road running, on stunning trails in the beautiful British countryside and beyond.

If you’re fed up of pounding the pavements and breathing in traffic fumes. Then Trail Running magazine is for you! Every issue you’ll find 10 easy-to-follow mapped UK trail running routes, inspirational British and overseas races to train for and the best trail, adventure and obstacle races listed. PLUS you can begin your journey and take part in the #Run1000Miles challenge!

SAVE £11.98 PER YEAR WHEN YOU SUBSCRIBE TO TRAIL RUNNING WITH OUR SALE OFFER!
Long-Lasting Pain Relief in a Single Injection

The only single-injection HA proven equivalent to a five-injection therapy.

Arthritis in Knee?
Get Powerful, Long-Lasting Relief, up to 6 Months

Long-Lasting Pain Relief in a Single Injection
Virtual Racing

Virtual Racing UK - Be part of Team VRUK.

With a range of monthly and annual fitness challenges, with distances from 5k up to 2000 miles across the year, you can sign up to earn amazing medals, raise money for charity, and join Team VRUK; as we all keep you on track to achieve your goals. Amazing, fun and sometimes cheeky challenges for all runners.

Join our a lively community, as over 14500 virtual “cheerleaders” encourage and support you to meet your fitness challenges.

We even have our own activewear brand - 3S by Team VRUK.

50% OFF FIRST RACE ENTRY

Virtual Runner

Run anywhere, anytime with anyone. Run for charity. Earn medals.

Virtual Runner is a website aimed at enabling runners across the world to participate in races wherever they are, whenever they can run. Instead of signing up for your traditional race and travelling to a certain place and time to run, you can instead sign up for any number of the virtual races and run when it’s convenient with you. Virtual Runner offer many different races and medals, and also donate 20% of entry fees to designated race charities.

Women’s Running

Women’s Running is your dedicated running coach.

Women’s Running is your dedicated running coach, whether you’re embarking on your fifth marathon or you’re lacing up your trainers for the first time. With a fresh new look and a dedicated section for beginners, we aim to bring our running tribe together, and to enthuse all runners with inspiring features and invaluable advice. The refreshed magazine is packed with workouts to build strength and endurance, as well as delicious recipes and nutrition advice to properly fuel your training. We have physios on hand to offer expert guidance to ensure you remain injury-free, and we have inspiring and motivational features on complementary activities, such as yoga and mindfulness to help us all achieve balance. With a huge reviews section crammed with all the latest gear, along with training advice to push your faster and further, Women’s Running will help you run better.

FIRST 3 ISSUES FOR JUST £3

Yamatune

YAMAtune combines its meticulous design approach with over 60 years of production experience to create the highest quality performance socks.

YAMAtune’s story begins in the Nagoya region of Japan in 1963, before later expanding his range of goods to include knitwear products built to serve the country’s growing need for durable and high quality knitted apparel, producing goods for many of the country’s most notable brands at the time. Fast forward a few decades and the brand’s ethos of creating quality goods built to last remains.

Having rebranded in 2014, and with a flagship store in Higashikawa, Hokkaido showcasing the company’s original knitting machines and serving the needs of locals and outdoor enthusiasts alike.

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Get help, advice and answers for all your niggles and injuries

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HELP & SUPPORT

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https://support.hopin.to/en/collections/1945014-using-hopin-as-an-attendee

We will also have a small team of staff operating from our office during the event hours.

Email marketing@raccoonevents.com or call 0203 770 9303.
THE DIGITAL RUNNING SHOW
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