

EVENTS OF THE NORTH

JANUARY - APRIL 2024
NEWSLETTER



EOTN IN 2024 THE STORY SO FAR

NATIONAL RUNNING SHOW 2024



Back in January, our EOTN team headed down to NEC in Birmingham for the The National Run Show. Almost 30,000 running enthusiasts flooded the hall across the weekend to see legendary speakers and visit hundreds of unique exhibitors.

Our Steve Cram's Training Camp stall had a series of our own incredible guest speakers including Wendy Sly (3000m Olympic silver medallist), Chris Thompson and Jemma Simpson (International athletes and Olympians) who discussed the Olympic Dream as we gear up for Paris 2024. Our special guest this year was Sir Thurstan Bannister, lecturer at Oxford university and son of the legendary Roger Bannister, who talked about the impact his father's achievements had on the running world in preparation for the 70th anniversary of Roger's sub 4-minute mile, which will be celebrated this May in Oxford.

We were also joined by health and nutrition experts such as Louise Sutton (head of Sports and Exercise Nutrition at Leeds Beckett), Frances Quinn (GBBO winner 2013) and Lewis Moses of New Levels Coaching. Jane Tarrant also gave a snippet of her 'Every Breath You Take' workshop that share the benefits of breathing optimisation and how you can incorporate this into your everyday life.

FOREST RUNNER



Sunday 25th February, saw our first Forest Runner event of the year take place in the stunning Alice Holt Forest, Hampshire. We welcomed over 300 runners taking part in the 5K and 10K and of course a small army of volunteers helping us to deliver the successful event. The team then moved onto Delamere Forest, Cheshire. We were delighted to see a huge turnout with over 550 runners taking to the stunning trails of the forest and enjoying the Forest Runner experience.

We now look ahead to the final Forest Runner of the 2023/24 season in Dalby Forest, North Yorkshire. This is your last chance to be one of our forest runner finishers this year, so why not join us in Dalby over 5K or 10K? Entry details can be found [here](#) The profits from Forest Runner sales help Forestry England grow, shape and care for the nation's forests, now and for future generations.

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FAMILIES ON TRACK HIT MONACO

Families on Track is a fun, family relay concept devised by running legend Paula Radcliffe. At the start of February we teamed up with the Monaco Run to take Families on Track all the way to Monaco for its first international event. Despite the rain, it was a hugely successful day, where we got to transform the famous Monaco F1 pit lane location into a Families on Track circuit for one day only.

A huge thank you to all of the wonderful families who braved the rain to take part. A special thank you to Princess Charlene of Monaco Foundation who made the event possible. Families on Track will be back at the Durham City Run Festival and the Worcester City Run, as well as being a huge part of our new Wild Goat Festival this year, where Paula and her family will also be taking part, so make sure you join us! For more information click [here](#).



FONDATION
PRINCESSE
CHARLÈNE
DE MONACO

MONACORUN



SUNDERLAND CITY RUNS

Sunderland



Holker Hall, Lake District

WILD GOAT FESTIVAL

THE NORTHUMBRIAN

Kielder Forest, Northumberland



Durham

DURHAM CITY RUN FESTIVAL

WORCESTER CITY RUN

Worcester



Kielder Forest, Northumberland

KIELDER MARATHON WEEKEND

EOTN 2024 DATES FOR YOUR DIARY



12TH MAY 2024

Sign up to the 10K or Half Marathon [Here!](#)

RED SKY FOUNDATION

Official Charity Partner

Red Sky Foundation are the official charity partner for Sunderland City Runs, providing lifelong support for people needing cardiac care, whether they are born with or develop heart conditions. The Foundation have been instrumental in placing over 400 life-saving defibrillators in city centres, local communities, schools and NHS hospitals. They also actively support The Children's Heart Unit at the Freeman Hospital in Newcastle, one of the world's leading specialist centres for children and babies born with, or who develop heart conditions. They raise vital funds for medical equipment, facilities and after-care for the Children's Heart Unit and other hospitals in the area providing cardiac care.

The couple behind Red Sky Foundation, Sergio and Emma, have already been awarded a Point of Light Award in 2021 by the Prime Minister, an award that recognises people who are making a positive change in their community. In June they found out they had been awarded an MBE in King Charles III's first birthday honours, and travelled to Buckingham Palace for the ceremony.

In last year's Sunderland City Runs, 150 participants were running to raise money for Red Sky Foundation, collectively raising over £9,500 for the charity's essential and life-saving work. This year, we hope to see even more runners in Red Sky running tops, running together for this amazing charity. Events of the North would like to congratulate Sergio and Emma on their award and the recognition of the hard work they have done for the community.

To find out more about Red Sky Foundation and how to fundraise for the charity, visit www.redskyfoundation.com



SUNDERLAND CITY RUNS X FAUSTO



YOUR EXCLUSIVE INVITE



Everyone Active + Fausto *presents*
Chariots of Fire Inspired Run
Club + Special Screening

Itinerary

FREE Run Club, 5-6pm at
Fausto inc. limited edition t-
shirt.

FREE access to Screening of
Chariots of Fire, 7:30pm at
The Fire Station
with **special guests David
Puttnam & Nigel Havers.**

***Limited to 100 spots**



20TH MARCH
5PM START

WILD GOAT FESTIVAL

Are you yearning for a weekend adventure? Are you a cycling enthusiast or a dedicated trail running aficionado? Look no further than Wild Goat Festival, a weekend of running the trails and gravel cycling set in the heart of the Lake District. It'll be an unforgettable experience with delicious food, live music, educational workshops and inspiring talks from sporting legends to nourish your soul and inspire you ahead of your next wild adventure. Here are a few things you can look forward to when you join us at Holker Hall in May:

- 1. Explore picturesque Lake District trails.** The gravel cycling and trail running routes have been specifically designed to immerse adventurers in the stunning natural landscapes of Cumbria.
- 2. Get inspired by running legends.** A star-studded line-up of running's G.O.A.Ts including Steve Cram, Paula Radcliffe and Non Stanford to name a few sharing their expertise on stage, engaging in Q&As and hosting workshops throughout the weekend. If you're looking to improve your running, or just want to hear about the glory days of World Records and Olympics, our Wild Goat stages have it all.
- 3. Nourish your mind, body and soul.** This festival goes way beyond just entertainment; it's a chance to eat well, inhale some fresh air and get the well-deserved rest you've been yearning for. Yoga classes, wellness workshops and good food will all help you to leave feeling refreshed, relaxed and inspired.
- 4. Engage in competitive family fun.** One of the eagerly-anticipated events on offer is Paula Radcliffe's Families on Track, a team relay designed to get the whole family involved in running together. Inflatables, flags and fancy dress are all part of the fun as teams cheer each other around the course.
- 5. Escape to the countryside.** Wild Goat Festival is all about creating memories. Whether you're cycling, running or just relaxing, this festival is a retreat from life and a chance to reset. The hub of the festival is Holker Hall, where you can set up camp and truly enjoy the peaceful countryside atmosphere.

Wild Goat Festival beckons adventurers, nature enthusiasts, and those seeking to explore. Don't miss your chance to be part of this celebration of movement, nature and outdoor adventure. Embrace the wild—it's calling you!

Visit www.wildgoatfestival.com

VOLUNTEERS, WE NEED YOU IN 2024!

Of course none of our events would be possible without our wonderful volunteers who give up their time to help us make it all come together! We are always on the look out for new recruits and as an EOTN volunteer you will receive a **free entry into an event of your choice!***

If you are a past volunteer and have a story or something to share with us in the next addition, drop us a line anytime, we'd love to hear from you!



"I've really enjoyed volunteering with EOTN and meeting various members of the crew at different events. I think they're an amazing group of people and run the friendliest, most well organised events."

- Karl Banks



If you would like to know more about the volunteering opportunities at Events of the North, please don't hesitate to get in touch at Volunteers@eventsofthenorth.com

12TH MAY
SUNDERLAND CITY RUNS

31ST MAY - 2ND JUNE
WILD G.O.A.T FESTIVAL

30TH JUNE
THE NORTHUMBRIAN

18TH & 20TH JULY
DURHAM CITY RUN FESTIVAL

14TH & 15TH SEPTEMBER
WORCESTER CITY RUN

5TH & 6TH OCTOBER
KIELDER MARATHON WEEKEND

**Register your
interest [HERE](#)**

*Offer excludes The Northumbrian, WGF and Kielder Duathlon

HEALTH & TRAINING TIPS

Light nights are on the horizon, however coming out of the winter months it can be hard to re-motivate yourself to stay active. Whether you are working towards your first 5K, training for your next big marathon or simply trying to be more active this year, we've got some useful tips to help you become the best version of you in 2024.



1. If you are new to running or coming back from a break, it's important to listen to your body and start slow. Gradually increase either the distance you cover or the intensity of your runs over time to avoid over-exercising and reduce the risk of injury. Common practice is to increase either of these by 10% each week depending on how often you train.

Runna is our official training partner app, offering personalised training plans tailored to your skill level and chosen race. Whether you're diving into a triathlon or focusing on a single discipline, Runna's plans are designed to ensure you step up to that starting line in your best form yet! Use code **EOTN24** to redeem a two week free trial.



2. Set specific, achievable goals for your physical activity. Whether it's aiming to walk a certain number of steps per day, running a 5K, or mastering a new yoga pose, having clear goals can provide motivation and direction for your fitness journey.

3. Look for opportunities to be active throughout the day, especially if you can't set aside dedicated workout time. Take the stairs instead of the lift, walk or bike instead of driving for short trips. Remember, every step counts!

4. It's important to schedule regular exercise without it feeling burdensome. Making it social by joining classes or exercising with friends can help. Finding enjoyable activities is crucial. Many options beyond the gym, like hiking, dancing, swimming, cycling, or sports, improve strength, flexibility, and endurance. Variety is essential for engagement, preventing boredom, and challenging different muscle groups for overall fitness.



everyone ACTIVE

Everyone Active have a series of leisure centres full of classes and equipment dedicated to get people moving. Check them out [here](#) find a centre near you!

5. Nutrition is crucial for energy levels, muscle repair, immune support, and weight management. Incorporating nutrient-rich foods and maintaining balance can also enhance mental health. Aim for a variety of whole foods like fruits, vegetables, lean proteins, whole grains, and healthy fats. For meal inspiration, check out: [Mindful Chef's website.](#)



6. Finally, remember that consistency is more important than perfection when it comes to staying active. If you miss a workout or don't meet your goals, don't be too hard on yourself. Instead, focus on getting back on track and making physical activity a sustainable part of your lifestyle.



Thanks for checking in with us and a big thank you to all of our other sponsors. We look forward to seeing you all in 2024!

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