



ASDA Foundation
YORK 10K
01.08.21

YOUR RACE GUIDE

#WEAREBACK

[COURSE INFO](#) | [FIND YOUR NEXT CHALLENGE](#) | [DAY TIMETABLE & MORE!](#)

Jane Tomlinson's
RUN FOR ALL

All profits from Run for All Ltd will go directly to the Jane Tomlinson Appeal. All entrants are encouraged to fundraise for the charity of their choice.

WELCOME TO THE ASDA FOUNDATION YORK 10K

And what better day for the event to take place than on Yorkshire Day!

We know the wait has been long but the start line is only days away now and we can't wait to see you all for what is set to be an incredible day of celebrations as we mark the return of Run For All events in York.

With race day fast approaching we want to make sure you have all the details you need and hopefully answers any questions you may have.

Enclosed in this race guide are details regarding what to expect on race day as well as key details about parking, your race packs and our Covid-19 guidelines.

Please ensure you read this guide thoroughly and ensure you arrive in plenty of time for the event.

Whilst we are excited that mass participation events are allowed to return and that restrictions have been eased we would ask all entrants and spectators to remain respectful of each other throughout the event.

Respect social distancing where possible and whilst not essential we would encourage you to wear a face covering where appropriate.

We hope you are looking forward to event day as much as we are. Arguably one of the region's most loved 10K events, you're sure to love this historic city event as much as we do. With crowds out on course ready to give you hero's welcome as you finish we promise this will be an incredible event.

WHERE IT ALL STARTED

JANE TOMLINSON'S RUN FOR ALL

Run For All is part of the lasting legacy of the late amateur athlete and fundraiser Jane Tomlinson CBE.

At Run for All, we continue Jane's vision, to provide a fundraising vehicle for a huge number of local and national charities.

Every year tens of thousands of people take part in events like the York 10K – running for charity, for a personal challenge or just for fun.

While we've changed since that first event in 2007 – not least by growing significantly, Run For All's philosophy remains exactly the same; high-quality, great fun events for absolutely all abilities.

A BIG THANK YOU

You should take enormous pride in being part of the YORK 10K. We are expecting to raise a huge sum of money for local charities, big and small thanks to the incredible support of runners like you. On behalf of all the charities involved, **THANK YOU.**

Whether you're looking to smash a PB, enjoy a bit of fun competition with family and friends, or you're just happy to get around the 10k course, we hope that you enjoy your day and continue to support our runs!

We would also like to take this opportunity to thank York City Council and all our event partners for their continued support, especially over the past 16 months. These events wouldn't be possible without their support.



GOOD LUCK TO THE RUNNERS OF YORK



We are on a journey to discover the inner strength of people just like you. We hope you enjoy our range of tasty, all natural, high-protein products! Pick them up at selected ASDA stores.

**SWEAT, SMILE, REPEAT
AND #FEED YOUR DRIVE
WITH ARLA PROTEIN.**

ASDA



**PLAN
YOUR DAY**

EVENT INTRO

Here we go, the 2021 Asda Foundation York 10K is almost here.

Bringing that race-day buzz into a brand new decade, hearing even louder roars from the crowds and seeing so many of you achieve amazing things at the finish line.

You're set to raise hundreds of thousands of pounds for charities across the UK, and we can't thank you enough for your support.



WHAT SHOULD I EXPECT?



For all atmosphere

At Run For All we pride our events on being **FOR ALL** and this 10K is no different. So, whatever your own personal goals, you can enjoy incredibly inclusive spirit and feel good running!



After success in previous years, 2021 will bring the first BHP Corporate Challenge, reuniting runners with the streets of York. Like all corporate and team challenges the York 10K BHP Corporate Challenge attracts teams from all walks of life; from solicitors, marketing agencies, schools, running clubs and car dealers to name just a few!



Eventers

Need a hand with something? You won't be able to miss our fluorescent yellow army of smiling Eventers who will be happy to help.

Without the support of our amazing Eventers, this event wouldn't be possible. We would like to say a big thank you to 2nd Acomb Scouts, North Yorkshire Police Cadets, Rotary Club of York, Rotary York Ainsty, York Parkrun and York Sea Cadets for their support this year. All the finish line smiles and many pounds raised at this 10K are products of their hard work. Please take the time to give them a big thank you.

KEY TIMINGS

- 7.30am** Race Office, Baggage Store and Assembly Zones open
- 9.05am** Official event warm up. This will take place on the grass area of the Knavesmire
- 9.30am** Race starts

Expected winner times

- 10.00am** First male finisher expected
- 10.03am** First female finisher expected

YOUR RACE PACK

Race Numbers will start to arrive with entrants between the 23rd July and 27th July. If you've not received your race pack in the post by the 29th July please contact us using the contact form on our website.

What's in it?

Your race number

Make sure that your number is fixed to the front of your t-shirt or running vest. It must be clearly visible.

You will need your number to access the start line Assembly Zones.

1234

1234

Baggage tag

Your baggage tag is a tear-off strip attached to the bottom of your race number if you want to use the baggage drop off-facilities.

Your timing chip

Your timing chip is already attached to your race number.

GOOD TO KNOW

Here are some of our top tips

Keep your race number dry and safe. To be extra prepared, pin your race number to your race top or vest. Then there is no way you could possibly lose it.

Your timing chip is affixed to your race number, please do not remove, fold the chip or pierce your physical timing chip with safety pins.

Wear your chipped bib number on your chest on the outer layer of clothing e.g. if a running jacket is worn, wear your number on top of this. Do not cover your bib number and chip with a bum bag or running belt.

Your bib and timing chip does not need to be collected in after the event. It can be kept as a memento of your race day.

GETTING THERE

By car

Askham Bar Park & Ride Service

Askham bar Park & Ride can be accessed from Tadcaster Road or directly from the A64.

Park and Ride will be open from 7:30am on race day with services running every 10 minutes.

The service will provide a stop at the top of Knavesmire Road giving entrants a short walk to the start line and event village.

For further information in regards to this service, please click [here](#).

Please ensure you arrive early if you use this service and abide to any social distancing requirements of the service on the day.

We would encourage anyone using public transport to consider wearing a face mask.

Parking info

Dedicated event parking will be held on the grounds by York Racecourse, located off Bishopthorpe Road. Signage will be in place on event day. Event parking will be available between 7am and 1pm.

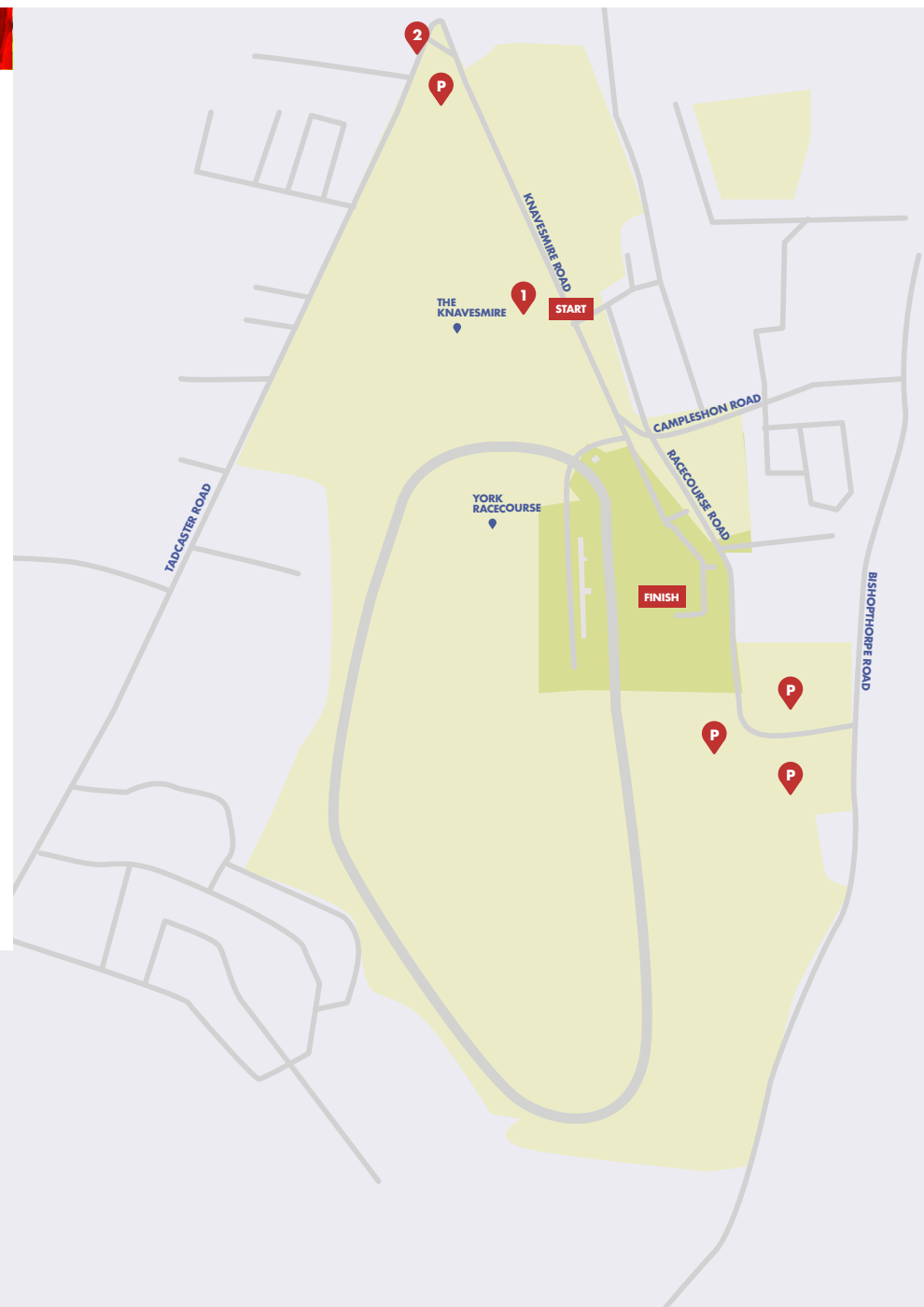
Access to parking is available via south end of Bishopthorpe Road from Sim Balk Lane and then Church Lane. With lots of people heading to the York 10K, we urge you to leave yourself plenty of time.

Parking is also available at the top of Knavesmire Road and will be accessible from 7am on race day. Please take care when parking as this area will be busy with lots of excited runners.

More information is available at runforall.com

By train

York is on the UK's main East Coast line and travelling by train is both fast and easy. It takes just two hours to reach York's medieval city walls from London, while Edinburgh is around two and half hours away. There are also direct services into York from Liverpool, Manchester, Birmingham and the South West. Go to www.nationalrail.co.uk for more information.



ON YOUR MARKS



GET SET

RACE DAY!

The day you've been waiting for has finally arrived! Whatever the weather, let's make it a day to remember with some inspirational achievements accomplished and amazing memories made.



IMPORTANT COVID-19 INFORMATION

Following the easing of the Government's Roadmap we ask that all runners adhere to the following before attending the York 10K.

All entrants must undertake a self-assessment for COVID-19 symptoms. Do not travel to the event if you are showing any symptoms of COVID-19. No-one should leave home to participate in the event if you, or someone you live with, have symptoms of COVID-19 currently recognised as any of the following.

A high temperature

A new, continuous cough

A loss of, or change to, their sense of smell or taste

Should you report or demonstrate any such symptoms, you must follow NHS and PHE guidance on self-isolation.

Whilst cases are rising across the country, we want to keep everyone as safe as possible and reassure all participants by requesting everyone takes added precautions, therefore where possible we would **encourage** people to take a Lateral Flow Test on Saturday or Sunday prior to coming to the event.

Anyone testing positive should not attend the event and follow government guidance.

Race Numbers Under no circumstances swap your number or give your place to another participant.

Face coverings Whilst these are not mandatory we would encourage all entrants to consider wearing a face covering pre and post race and for Corporate Runners when they are moving around indoors.

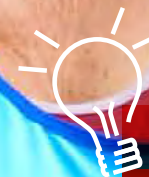
Social distancing Please where possible observe social distancing and be respectful of both other entrants and volunteers throughout the event.

Travel Please give yourself extra time to get to and from the event.

Toilets These will be situated and spaced out across the Event Village. Please under no circumstance use public spaces and please avoid any spitting or nasal clearance throughout the event.

Come ready to run minimise your interaction with race staff, volunteers and participants by being as self-sufficient as possible.

Please bring your own hand sanitizer.



OUR TOP TIPS

- Make sure you don't miss the warm up
- Get to your assembly zone with plenty of time
- Check you're in the zone that matches the colour of your bib
- While you're waiting to run get to know the people around you

ROUTE MAP



OFFICIAL SPONSORS AND PARTNERS

A BIG THANK YOU TO ALL OUR OFFICIAL SPONSORS AND PARTNERS!

ASDA Foundation



SPORTSSHOES.COM

JustGiving

CLICK MAP TO ENLARGE

You can also find more route details and information on our website [here](#).

RACE DAY



BEFORE YOU GET GOING

The day you've been waiting for has finally arrived. Whatever the weather, let's make it a day to remember with some inspirational achievements accomplished and amazing memories made.

Baggage storage

Baggage trailers for the Asda Foundation York 10K have been kindly provided by **D.A.W Logistics**. Please leave time to drop your baggage at the Baggage Store, which will open on the racecourse at **7:30am**. You will be able to retrieve your baggage from the same store after your run.

If you're planning to use the event Baggage Store, please ensure that your baggage tag is removed from your race number and securely attached to your bag ready for race day. This must be attached prior to handing your bag over on race day to our Eventeers.

Bags larger than a small back pack will not be accepted. Run For All can also not store motor cycle helmets, car keys, bikes or pushchairs.

All belongs left within the official baggage area are left at the owners risk.

Headphones

You are welcome to wear headphones, but please make sure that you are aware of your surroundings all around the course.

If you wish to listen to music on your run, please make sure that you're able to hear the marshals' instructions, emergency vehicles and fellow competitors.

The half marathon's official headphone providers are Aftershokz, which use bone conducted technology to deliver sound through the cheekbones to your inner ear. This means that you can enjoy your music and still hear your surroundings.

STARTING THE RACE

Zones

Please familiarise yourself with the colour coordinated Assembly Zones on Knavesmire Road. They are coloured **blue**, **red**, **green**, **yellow** and **purple**. The zone you start your race in should correspond with the colour of your race number. In your zone, you'll be surrounded by runners with a similar finish time and pace, which will help ease congestion and make for a safer start to the race.

Blue	sub 35 mins to 49 mins
Red	50 mins to 54 mins
Green	55 mins to 59 mins
Yellow	1 hour to 1 hour 10
Purple	1 hour 10 +

DURING THE RACE

Hydration

It is so important to stay hydrated! You'll find your water stations on course at 5K. There will also be water at the finish.

Pace

Our team of pacers, sponsored by **Arla Protein**, are from Northern Pacing Volunteers and will be on hand to support you on your run. They'll have flags attached to them with finish times and will run at a steady pace to help you pace your own run and achieve a target time.

They will be pacing at 5 minute intervals between 40 minutes and 1 hour, 30 minutes. They're all very friendly and don't bite! Go have a chat with them before the event and be sure to say thanks once you have crossed the finish line.

Our pacing tips are to stick to your pre-race plan and keep your head. Be patient and don't start too fast. You should feel easy in the first half of your race and then step it up in the second leg when your race really starts.

If you experience low spells, stay positive and keep moving forward, tough moments pass. You can do it!

Toilets

Please only use the toilets provided.

Run For All operate with a zero tolerance policy and any runners seen urinating anywhere other than the facilities provided will be disqualified.

Clothing

It is important to note that all clothing discarded at the start of the race will be collected and donated to an appropriate charity. Unfortunately, we are unable to keep any clothing that has been left in the starting area, unless dropped in the baggage store prior to the race.



Keep York Green

Run For All are committed to keeping York green and we understand the importance of doing our bit for the environment. Bins will be provided across the event site and we urge people to use the facilities provided.

Bins will also be provided over the 100 metres following the drinks station and we request that runners use these to help our clean-up crews to leave city the way that we found it! Should runners wish to carry their drinks/gels beyond the provided bins, please pass any litter to your nearest marshal.

Let's work together to keep York green and encourage other runners to do the same.

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RUN, GYM & HIKE



OUR MISSION IS TO HELP
OUR CUSTOMERS TO LEAD A
HAPPIER AND HEALTHIER
LIFE THROUGH RUNNING
AND FITNESS.



WE WANT TO HELP SAVE
OUR ENVIRONMENT, SO WE
NOW OFFSET ALL THE
CARBON FOR OUR ORDERS
AND COURIERS.



GOOD LUCK TO ALL THE RUNNERS

ENJOY 10% OFF AND FREE DELIVERY ON ORDERS
OVER £50 USING CODE: **NBKVK4**

VALID UNTIL 02/08/21

We reserve the right at any time, at our sole discretion and without notice to end, suspend, amend or add additional terms and conditions to any promotion. You may not use more than one promotion per order and promotions may not be used in conjunction with one another unless otherwise specified by us. This includes affiliate promotions or in association with cashback sites. Please enter code at checkout to redeem your discount. Please see Sportsshoes.com for our general promotional terms and conditions.

GOOD TO KNOW

Affiliation

The 2020 Asda Foundation York 10K is licensed under the UK Athletics Road Race/ Multi Terrain Rules for Competition and operated in accordance with the license requirements.
UKA License No: (2020-39980).

CHARITY PARTNERS

**A BIG THANK YOU TO ALL OUR
CHARITY PARTNERS!**



Enhancing children's
quality of life
through mentoring



CHANGING LIVES

EVENT VILLAGE

EVENT DAY FACILITIES

- 1 Goody Bags** a goody bag awaits each finisher containing that all important finisher's medal and t-shirt
- 2 Race Office**
- 3 Charity village**
- 4 Friends and family meeting point**

- Blue Assembly Zone**
- Red Assembly Zone**
- Green Assembly Zone**
- Yellow Assembly Zone**
- Purple Assembly Zone**

- Toilets**
- Baggage Store**
- Water Station**
- First Aid**

- Route**
- BHP Corporate Hospitality**
- Spectator route in/out of stand**





MARATHON PHOTOS

**ALWAYS REMEMBER
RACE DAY**

PRE ORDER
PACKAGE
£15

All digital pictures
Photo Certificate

Commemorative Photo
Race Time Photo

Keep an eye out on your emails to make the most of these great deals.



**THE
FINISH**

AT THE FINISH

WHAT YOU'LL FIND

At the finish of the Asda Foundation York 10K you'll find plenty of opportunities to replenish and rehydrate. You won't want to miss out on all of this...



Finish Line

One last push towards the finish! Please respect others when finishing and be aware of those around you. Many are keen to finish with a flurry – please move to one side if you are not looking for that big finish. We know that you will be keen to take a well-deserved rest but please continue past the finish line to collect your water as stopping immediately after the race can cause a danger to those behind you!



Goody bag

A selection of goodies awaits each finisher. Including that all important finishers medal and event t-shirt you can wear with pride to remind yourself of your achievement



Partner charities

This year the Event Village will play host to our wonderful partner charities and our very own Jane Tomlinson Appeal.



Medical facilities

As well as the medical staff on course, there will be a combination of first aid points and roaming first aiders around the Event Village. Please see the Event Village map for the locations of first aid and make yourself familiar with the whereabouts of these facilities.



Friends and family meeting point

Make the most of our meeting points so your friends and family can meet you after the race with ease. This will help us keep the finish area clear and safe.



Reclaiming baggage

You are advised to make your way to the Baggage Store to reclaim your property before meeting up with your loved ones. Please collect your baggage as soon as possible so that you can avoid the queues.



Results

It's not all about time, but if you fancy knowing how quickly you conquered the 10K after the race, then head to runforall.com. If you registered your mobile number when entering the event, you will receive a text message shortly after you cross the line confirming your official finish time.



Marathon Photos

Smile! The team from Marathon Photos will be on the course and finish line to try and capture your 10K memories. Photographs can be purchased after the event online [here](#).



WHAT'S NEXT?

There's plenty more fun to be had.



ASDA Foundation

LEEDS 10K
05.09.21

The Asda Foundation Leeds 10K is one of Yorkshire's most loved 10Ks and it's just around the corner.

Feel the roar of a loud proud city centre crowd and fly toward the finish line on Sunday 5th September.

This much-loved run raises hundreds of thousands of pounds for charity every year, attracting thousands of runners for its family-friendly spirit and amazing atmosphere.

Like all of our events, this is a run of all ages and abilities so whatever your goal get yourself to Leeds.

ENTER HERE



ASDA Foundation

SHEFFIELD 10K
26.09.21

ENTER HERE



ASDA Foundation

YORKSHIRE MARATHON FESTIVAL
17.10.21

10 MILE

MARATHON



ASDA Foundation

DERBY HALF MARATHON
28.11.21

ENTER HERE

Check out more of our 2021 events calendar at

runforall.com