

PRESS RELEASE

FOLKESTONE COASTAL 10K

25TH MAY 2014

'FOLKESTONE COASTAL 10K RACE BRINGS IN THE CROWDS'

Forward comment from Race Director:

I am delighted to report once again we had a very successful sunny day with over 600 registrations which was a terrific result. Weather conditions were ideal and many spectators attended along the route, which generated a great atmosphere.

Congratulations to all those who participated, and in particular this year's winner Adrian Mussett of Colchester Harriers who came in at a commendable 0:32:44 and was also the first veteran home.

Similarly the ladies winner, Sarah Gruber of Sittingbourne Striders, also a veteran, achieved an outstanding 0:40:22.

The male team prize was awarded to South Kent Harriers and Sittingbourne Striders took the ladies' team prize. Many Kent clubs participated and runners came from London, Scotland and as far as the US. There was a good team turnout in addition to running clubs, including the Gurkhas, Constantia, Help Tommys and Team Awesome.

This year's children's race enjoyed a good field of over 40 runners, up on last year and Tom Cullen was the first boy home, followed closely by his sister, the first girl Lucy Cullen.

It is a fantastic achievement for the runners to complete the course either as an elite runner or a new participant to a 10 kilometre race. The objectives of the race were to encourage participation, assist charities, visit our district and promote good health, as well as increasing the profile of sport and I am particularly delighted that there were many more runners and spectators than last year.

It was especially pleasing that there were so many spectators along the whole route which gave tremendous encouragement to the runners – there must have been hundreds providing support!

First indications are that the event has raised in excess of £20,000 which is a terrific start for many worthwhile causes. We have had some reports from runners having already raised in excess of £1,000. Last year's event raised £38,000 and we are set to beat this. This year's event will provide vital support for various projects including the Gurkha Memorial Fund, Step Short, Folkestone Youth Project and local Rotary Clubs for distribution to local causes.

The event went extremely well and help was received with sincere thanks from over 80 marshals and assistants including, Folkestone Running Club, Rotary Clubs, Folkestone Harbour and Gurkha Services Link Ltd, B J Scaffolding and the Hire Station. I would also like to thank Shepway District Council, Folkestone Police and St John Ambulance for their valuable support.

Once again we have received tremendous feedback from the runners congratulating us for such a great event, by way of organisation, goody bags and encouragement from marshals. They also thoroughly enjoyed the course and all of the facilities available.

Further feedback / information can be viewed by going to: www.runnersworld.co.uk/events and www.folkestonecoastal10k.co.uk This year's event photographer was Grant Burton Photography and runners can visit his website to have a look at the race pictures which are available to purchase.

Next year's race will be on Sunday 24th May 2015 and we have already received a few entries!!

Prize Winners for Folkestone Coastal 10K 2014

Open Male

1 st	Adrian Mussett	0:32:44	Colchester Harriers
2 nd	Michael Coleman	0:33:37	South Kent Harriers
3 rd	Richard Newson	0:34:41	South Kent Harriers

Open Female

1 st	Sarah Gruber	0:40:22	Sittingbourne Striders
2 nd	Sarah Anne Mooney	0:41:54	Larkfield AC
3 rd	Dee O'Brien	0:42:56	

Junior Male

1 st	Jack Hill	0:50:58	
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Junior Female

Winning Team (Male) South Kent Harriers

Winning Team (Female) Sittingbourne Striders

We were delighted that this year's event included such a good field of runners and as Race Director I have received some excellent feedback from runners who wish to return to a 10K race which has proved very popular. Excellent media coverage has been achieved by the local media, including Academy FM.

A few points about the race

Total kilometres covered approx 6,000

Over 1,400 litres of water consumed

Over 1,200 cups used

250 bananas, 1,100 energy bars and 320 sports drinks distributed

Both male and female open winners received £100.00 each, sponsored by Independent Insurance Services

All runners received a commemorative trophy and goody bag

Excellent feedback received

Youngest runner was 15 and the oldest runner was 80

Many prize cups and trophies distributed for various categories

Sponsors for the event were:

Main sponsor:

Independent Insurance Services & Insure Green

Other key sponsors:

The Roger De Haan Charitable Trust	EDF Energy	Gurkha Palace	
Shepway Glass	Folkestone Harbour	Metroline Security Ltd	F J Fullick Electrical

Other supporters

BJ Scaffolding	Wellbeing People	Red Dragon IT	Burlington Hotel
Gurkha Services Link Ltd		Earlscliffe	Hire Station
Readings Loudon	Folkestone Hoteliers Association		The Good Estate Agent

Feedback received so far:

“Many thanks for organising this race, my son and I were very impressed with everything that went in to it.”

“We had a fabulous morning. Well done, the organisation was superb!”

“Had a great day, can't wait to come back to next year's race.”

“100% race, really enjoyed it. Great spectators and marshals.”

“The support and marshaling along the route was superb and the souvenir trainer is just ace.”

“Well marshalled and great support along the route.”

“Good mix of runners. Brilliant unique trophy (gold running shoe!)”

“Definitely 100% will come back again”

“So well organised, another great event for Folkestone”

“The race itself.. well thank you so much for such brilliant organisation. All the officials and marshals as per usual for Folkestone events were truly lovely. (I am not a club member so don't get much specific cheering!) Oh the gold running shoe they are brilliant!”

“Well done Ray another hugely successful event. We all thoroughly enjoyed the morning – what next ?”

Text below sent to runners:

Congratulations for finishing the race, you deserve a well-earned pat on the back.

The results will be dispatched to you via e-mail and will be available via <http://niceworkevents.blogspot.co.uk/>

In addition, they will be published on www.folkestonecoastal10k.co.uk and do check out the local papers.

We have teamed up with Grant Burton Photography, who may have your photograph available for purchase online. Please go via our website www.folkestonecoastal10k.co.uk within the results section link.

Many of you have been raising money for charities; please return your sponsorship form as soon as possible to us at the above address. Alternatively, just drop me an email and let me know how much you may have raised so far and for which charity, as it would be great to establish the grand total connected to this year's race.

Next year's race will be held on the Sunday 24th May 2015 and I would hope you will choose to return to our popular event. You can soon book online via the website.

Thanks for your participation

With regards,
Ray Johnson (Race Director & Organiser)
ray@independentinsuranceservices.co.uk

Pictures available on request

Report Ends
Produced by Ray Johnson, Race Director
27.05.2014

About Folkestone Coastal 10K

Set up by Ray Johnson, an experienced marathon runner and Race Director of the popular Folkestone Half Marathon, he wanted to establish in Folkestone a new 10 kilometre race. The aims are to encourage new participants to the sport of running, liaising with Folkestone businesses to attract sponsorship and encourage them to assist with events, attracting people to Folkestone, engaging with the local community to support the event if not running - then spectating!, promoting participants to engage with raising monies for their chosen charities. The events' proceeds support local causes.

The run starts from Folkestone seafront, heads towards Hythe and then returns, whilst taking in the beautiful coastal scenery that the area has to offer. This is a flat promenade route, traffic free and a great race for those who are relatively new to running, but also for those more experienced runners looking for a personal best. The event will be supporting local and international charitable causes, and participants are encouraged to run for their chosen charity.

The event has proved a huge success and will be repeated next year.

NOTE FOR EDITORS:

1. First year established 2012.
2. Many marshals provide assistance free of charge to support the event.
3. Runners are welcome from 15 years old for the main race
4. The course is accurately measured and is held under UK Athletic rules.
5. See website folkestonecoastal10k.co.uk
6. Featured on ITV Meridian News 2013
7. Chip timing introduced 2013
8. Children's race introduced 2013
9. Crowds & runners exceeded previous year
10. 2012 total raised £42,000, set to beat this.
11. Next year's race takes place on Sunday 24th May 2015.
12. Pictures may be downloaded and used from www.folkestonecoastal10k.co.uk, within the results section
13. Disposable chip timing introduced 2014
14. Enhanced goody bag and website introduced 2014