

# EVENT GUIDE



## Run Alton Towers 5k & Half Marathon Sunday 12th November 2023





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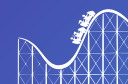
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Join us Again!



# TRAVEL

Address: Alton Towers, Farley Ln, Alton, Stoke-on-Trent, ST10 4DB

## By Car

**Please arrive early as there may be queues into the car park, along with up to a 20minute walk from your car to the event village.**

**We advise arriving before 8am.**

Alton Towers Resort is located between the M1 and the M6 and is well signposted. Depending on your direction, the nearest junctions are:

M1 Northbound – Junction 23a

M1 Southbound – Junction 28

M6 Northbound – Junction 15

M6 Southbound – Junction 16

Please drive with care as the roads in the area can be very narrow in places.

Some Sat Nav systems may take you down a local farm track (especially if you're coming from the B5417). Please follow the road signs for the last few miles.

## By Train

Uttoxeter Train Station:

Uttoxeter station is the nearest train station to Alton Towers, just 10 miles from the resort. Uttoxeter station is just a 20 minute drive away from the resort or 30 minutes by bus.

Stoke on Trent Station:

Stoke on Trent rail station is 15 miles from Alton Towers Resort. A local taxi would take around 25 minutes to the resort.

## By Bike

There are bike racks close to the theme park entrance.



what3words

If using the app What3Words, use the words ///delighted.pulps.fizzled for exact entrance location.

Use the words ///spaces.funky.frog for exact event village location.



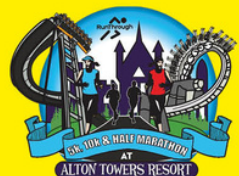
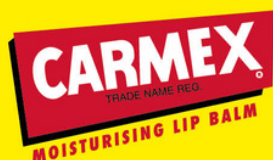
**Healthy-hydrated lips all day**

**Fast acting  
relief**

**Restores and  
protects**

**Long-lasting  
results**

**soothes • relieves • moisturises**





## **Race Pack Collection Time:**

**Half Marathon:** 7:30am-  
9:30am

**5k:** 7:50am- 9:50am

## **Start Times:**

**Half Marathon:** 10am

**5k:** 10:20am

## **RACE PACK COLLECTION**

**\*\*IF YOU'VE ENTERED PRIOR TO THE 25TH OCTOBER YOU CAN EXPECT TO RECEIVE YOUR RACE PACK IN THE POST\*\***

- If your pack hasn't arrived or you've entered after this date, on arrival make your way down to the registration desks located just outside the turnstiles.
- Your number will be assigned on the day.
- Attach your number to the front of your shirt (we recommend safety pins or magnets).
- Your timing chip will be attached to the bottom of your race bib, tear this off and slot into your shoe laces.
- In addition to your race pack, all runners and spectators require an entry ticket to get through the turnstiles.
- Every runner and spectator (or the lead booker) should have now received an email with instructions on how to download your entry ticket.

**[CLICK FOR ENTRY LIST](#)**

## YOUR RACE PACK

Included:

Bib number

Baggage Label

Timing Chip



Please take a couple of minutes to fill out the brief runner information form below and on the back of your bib. This will help us in case of an emergency!

**[CLICK FOR FORM](#)**



**Places available now for:**  
**Peak District Trails Camp: 14th- 16th June 2024**  
**Morzine: 30th June - 6th July 2024**

# RUNNER RETREATS

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at checkout

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to try the **New NOVABLAST™ 4**

Valid until 26.11.23. Terms & Conditions apply. See website for details.

## EVENT PROVISIONS



## BAGGAGE

- Please limit the number of belongings you bring to the event.
- There will be a bag drop within the Towers Suite, located at the top of the Event Village - [HERE](#)
- Your baggage tag is attached to your race number.
- Tear it off and attach to your bag.
- Leave your bag in our bag drop area.
- **Please collect all belongings after your race and before going on the rides.**

## REFRESHMENTS

There will be a water station at 3.5miles, 7miles and 10miles along the half marathon course, please help yourself to this as you pass. (There is no water station on the 5k route).

There will also be a bottle of water waiting for you at the finish line.

We recommend bringing your own drinks to stay hydrated in the lead up to the event.

## FACILITIES



For this event, we will use portable toilets located in the event village as well as venue toilets which will be sign posted around the park.

There won't be any showers available, but runners are welcome to leave and re-enter the park after the race if you'd like to nip home or to the car to freshen up.

If doing this, please get your hand stamped on exit and keep hold of your entry ticket.



# Calling all Alton Towers Runners



At FocalPoint we make software that improves the accuracy of GPS. We're looking for volunteers to help us gather data during the run.



We will collect data from phone sensors which we will use to train our human motion models & improve positioning technologies for **smartphones, running watches** and more.



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All data collectors will receive:

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To find out more or register click **HERE**

Or

Visit the RunThrough information table on event day



twitter.com/FocalPointPNT  
linkedin.com/company/fppnt

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# **WARM UP & RACE START**

We will have a warm up for both races in the event village at 9:40. All 5k runners are also required to be in the event village and ready to run by this time.

From here, we will call out estimated finish times to get all runners lined up and ready to run.

Please be patient and line up only when your time is called forward. There won't be access to the start lines prior to this time.

## **DURING THE RACE**

We will have marshals all around the course as well as directional arrows and signs.

The half marathon will follow yellow mile markers 1-13.

The 5k will follow red km markers 1-4.

The Half Marathon follows an undulating 2-lap course within the iconic Alton Towers resort. Starting and finishing outside the Towers, the route begins with a loop of the Dark Forest, before passing in front of the Towers and into X-Sector around Oblivion and the Smiler, past the lake and into CBeebies Land. You'll then pass Mutiny Bay and through Katanga Canyon, before making your way down to Nemesis. You'll then leave the resort for a section around the car parks and internal road network, before turning back into the resort at Galactica, and into the creepy Haunted Hollow. A final loop around the Dark Forest brings you back to the Towers to start a second lap of the same route.

The 5k route begins with a loop of the Dark Forest. The route then passes in front of the Towers towards the Smiler, before going past the lake into CBeebies Land! You'll then pass Mutiny Bay and through Katanga Canyon, before making your way down to Nemesis. You'll then head out of the resort by Galactica for a small loop in the car park areas, before returning through the same gate and into the creepy Haunted Hollow. A final loop around the Dark Forest brings you back to the Towers for the finish.

Now time to enjoy all the rides!

Please discard all litter and bottles within the signed litter zones. These will be just past each water station.





**Winter weather doesn't have to be the enemy of athletes and outdoor enthusiasts. Whether you're a running fanatic or a casual jogger, you know the struggle of facing harsh elements that can take a toll on your lips. Don't let the winter weather deter you from staying active, healthy, and motivated. That's where CARMEX and RunThrough join forces to help you Stay in the Game!**

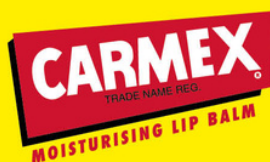
## **Healthy-hydrated lips all day**

**Fast acting  
relief**

**Restores and  
protects**

**Long-lasting  
results**

**soothes · relieves · moisturises**





# COURSE MAP

Half  
Marathon



5k



[CLICK FOR HALF MARATHON INTERACTIVE MAP](#)

[CLICK FOR 5K INTERACTIVE MAP](#)





# Good luck to all runners!

From everyone at Holdcroft Motor Group.

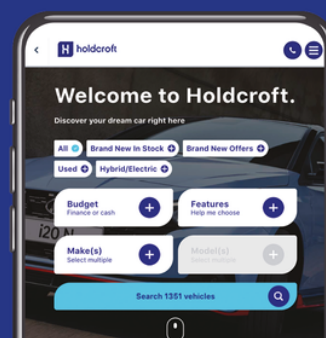


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Or scan the QR code





## THE FINISH LINE

Please continue walking through the finish funnel to collect your medal and all your post race goodies!

These will consist of a bottle of water and snacks from our sponsors.



## Event T-shirts!

If you have purchased an event T-shirt with your race entry, please head to the RT Kit stall on the day of your race, with your order confirmation and we will have your item ready for collection!

If you've not pre-ordered a T-shirt, but would like to purchase one, these are available below.



**PURCHASE AN EVENT T-SHIRT**



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#hellofuture

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# SPECTATORS

Spectators will be required to show their ticket on arrival to the park. These can be downloaded from your pre-race email.

There is no set arrival time, however we advise arriving before 9:30 to watch the start of the race.

There will be coffee vans and Alton Towers Costa Coffee located in the event village serving hot drinks and snacks. Along with these, several of Alton Towers cafe's and stalls will also be open throughout the weekend.

As a spectator, if you would like to watch the start of the race, you will need to be outside the castle prior to 9:40am.

After this time there will be barriers put into place for the race route that will restrict movement between the Event Village and the Start/finish area.

If you choose to stay in the Event Village at the start of the race, you will be required to wait here until after 10.45, when the access route to the finish line is re-opened.







**Arrival:**  
7am - Turnstiles Open  
7:30am - Monorail Opens

**Races:**  
10am - Half Marathon  
10:20am - 5k

**Rides:**  
11.45am - X-Sector & Cbeebies Land  
12pm - Mutiny Bay  
1.15pm - all others

**Closing:**  
6pm - All rides close  
7pm - Park Closes



**CLICK TO**  
**DOWNLOAD**  
**THE ALTON**  
**TOWERS APP**  
**FOR LIVE**  
**QUEUE TIMES**





# Run For Sick Kids



Birmingham Children's Hospital Charity is pleased to be partnering with Run Alton Towers.

The hospital is one of the UK's leading specialist paediatric centres, caring for 100,000 children and young people every year from across the country - kids like Chloe - who will be joining #TeamBCH to take on Run Alton Towers with her family.

Chloe received life-saving surgery to remove a brain tumour. Four years on, Chloe, now 14, is living a healthy and happy life, for which she and her family are extremely grateful.

## Chloe's dad, Terry, said:

“Still to this day we are in awe of the amazing care that Chloe was provided with. We just had to do something to say thank you.”



It's not too late to use your Run Alton Towers place to join #TeamBCH and run alongside Chloe and her family and help raise money for Birmingham Children's Hospital Charity. Simply set up a fundraising page on JustGiving and ask your friends and family to donate.



Scan to see our other events

Every sign up to run for the charity makes a real difference to sick kids and their families at difficult times. For a full list of upcoming events you can take on to support them, visit: [bch.org.uk/events](https://bch.org.uk/events)



Birmingham Children's Hospital Charity 2023. A registered charity in England and Wales: 1160875

Doing more for sick kids





**Collection  
4 Clothes+**  
clothes, toys, bric-a-brac & more!



Birmingham Children's Hospital Charity have partnered up with Collection 4 Clothes, a local clothing collection company, who collect donated good quality clothing, accessories, shoes, linen & bric-a-brac on our behalf.

We don't have any charity shops on the high street, so this is a way of donating your old belongings or excess running gear by visiting the charities POD at the event. With Christmas just around the corner there's no better time to have a clear out!

High quality donated items are exported to retailers throughout Europe (usually around 85% of donations) with the remaining items being recycled, so as well as helping Birmingham Children's Hospital you are also doing your bit to ensure a greener planet for generations to come.

**Donate your unwanted clothes, shoes & belongings at our collection point at the entrance to the event village**

#### **Please donate clothes for Birmingham Childrens Hospital Charity**

At Birmingham Children's Hospital Charity, they believe there's always more they can do for sick children. That's why they strive to be exceptional in raising vital funds needed to make a real difference to children because every patient deserves a childhood. The funds raised also help support the families and friends of their patients when they need it most.

#### **How will your support help?**

Your support helps to ensure the children being treated at Birmingham Children's Hospital are given the high quality of care they need, get the very best treatment, and have access to the latest equipment and technology. The money also helps provide and constantly improve the most comfortable environment possible as they undertake pioneering research to treat and cure their very young patients.

Our funding helps the hospital focus on children and their families to put them first. Reassuring the families that their children are getting the best quality of care during their stay at the hospital. Funding helps create clean, safe, comfortable, and imaginative environments to keep the children as stress-free as possible during their stay in the facility.

By filling one of our bags with your preloved items you are directly helping and supporting this amazing organisation.

Please visit [www.BCH.org.uk](http://www.BCH.org.uk) for more information.





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***It's never too late to start fundraising  
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and start your 2 week **FREE**  
trial

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to the **next level**



## PICTURES

We will have a photographer taking a few snaps of the race, which will be made available on our photos page after the race.



**click the camera to visit the page!**



## SOCIAL MEDIA

For updates leading up to the race, please check out our X @runthroughuk and use the hashtag #Runthroughuk in the build-up to the race.



If you want to talk all things running before and after the event join our RunThrough Chat group on Facebook.



If you #RunThroughUK & #RunAltonTowers on Instagram with your race day collages, the best ones will feature on our page!

**click the icons to visit our pages!**

**Cheer on your friends, celebrate your achievements and share your story with us! We love to hear from you!**

**Click the QR to fill out the form with your event day shoutout requests!**



**RESULTS AVAILABLE AT  
WWW.RESULTS.RUNTHROUGH.CO.UK**





**Any pre-ordered kit  
can be collected at  
the RTKit stall, please  
have your order  
confirmation ready to  
show our team.**

**Check out the RTKit Stall  
located in the event village.**

**[www.RunThroughKit.com](http://www.RunThroughKit.com)**





**Here at RunThrough we are always looking for likeminded people to join our community.**

We always value an extra pair of hands and would love for you to come along and help us!

To show our gratitude, we will be offering you 2 free entries to any of our awesome events and a £10 RunThrough Kit Voucher!

**SIGN UP HERE!**

**FIND OUT MORE!**



# F.A.Q'S

Is the event chip timed?

Yes!

What is the minimum age for this event?

5k-11 | Half Marathon- 17

Is there a time restriction to complete the race?

No, everyone is welcome, however please get in contact with us at [north@runthrough.co.uk](mailto:north@runthrough.co.uk) if you plan to take more than 3hrs to complete your race as we may need to make special arrangements around the course and event village.

I can no longer make the event, can I get a refund?

We are sadly unable to refund or transfer your entry within 14 days of the race as your race pack and everything associated with your entry fee have already been paid for by this time. We'd love for you to run virtually and we can post out your medal and goodies!

Can I transfer my entry to a friend?

Yes, we can happily swap the names and details associated with a booking. Please email in with your order number, and the new runners' name, email, address and date of birth. Or alternatively, visit the information desk on the morning of the race to do this. Spectator tickets can be passed to a friend without needing to notifying us.

Will there be a water station on the course?

Yes, there will be water stations at the 3.5miles, 7miles and 10mile points in the Half Marathon, please help yourself to these as you pass. (There is no water station on the 5k route).

Am I allowed to wear headphones?

Headphones are not permitted, unless bone conducting as we require all runners to remain aware of your surroundings at all times and can hear any marshal instructions during the race.

When will I get the add on RTKit I ordered with my entry?

This will be available to collect at the RTKit desk on the day. Please have your email confirmation ready to show to our staff.

Where is the best place to spectate?

If you would like to watch the start of the race, you will need to be in place outside the castle prior to 9:40am.

If you choose to stay in the Event Village at the start of the race, you will be required to wait here until after 10.45, when the access route to the finish line is re-opened.

Will there be a prize giving?

There will be a prize giving for the top 3 male and female runners. 1st place runners in each age group can expect an email reward in the week following the race. There will also be prize money (£200- 1st | £150- 2nd | £100- 3rd) sent out, only for those who beat the following times.

Half Marathon: Men's Sub 67:30 mins, Women's Sub 75 mins

Check out our podium and photo wall to get your celebratory pictures!





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