



Press Release

Thursday 11 February 2016

Vitality to sponsor London 10,000

Vitality, the company changing health and life insurance for good, will be the title sponsor of the London 10,000, which takes place on Monday 30 May 2016.

It will be a memorable bank holiday weekend of running in the capital with the Vitality Westminster Mile taking place the day before on Sunday 29 May.

Founded in 2008, the London 10,000 is one of the most popular races on the calendar with 12,000 runners finishing the event in 2015.

The route for the Vitality London 10,000 features some of London's most famous sights. The race begins on The Mall, goes through Admiralty Arch and passes Nelson's Column, St Paul's Cathedral, Mansion House, the Bank of England, the Old Bailey, Somerset House, Big Ben, the Houses of Parliament and Westminster Abbey before the finish line in front of Buckingham Palace.

The race features the British 10k Championships for men and women. Past winners include Britain's double Olympic champion Mo Farah (winner for five successive years) and Mary Keitany (Kenya), twice London Marathon champion. The 2015 event was won by Britain's European 10,000m champion Jo Pavey and double European medallist Andy Vernon.

Nick Read, Commercial Director at Vitality, said: "We are delighted to be sponsoring the Vitality London 10,000 and we are proud to be involved in a sport that brings together people of all ages and abilities, whether raising money for a good cause or simply for the personal

challenge of completing the course. This iconic event aligns perfectly with our core purpose, which is to help people get healthier and to enhance and protect their lives.”

Hugh Brasher, Event Director for London Marathon Events Ltd, said; “This is one of the world’s greatest 10,000m courses and offers runners an amazing opportunity to enjoy running through the streets of our great capital and so many also raise huge amounts for charity. We look forward to a great event on Monday 30 May.”

Entries for the Vitality London 10,000 are now open at www.london10000.co.uk The cost of entry is £28.00 (£26.00 for club runners). Entries will close at 17:00 on Friday 22 April unless the entry limit is met before that date.

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Notes for editors

The Vitality London 10,000 is organised by London Marathon Events Ltd

About Vitality – changing health and life insurance for good

Vitality is the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality believes in the power of sport to help inspire people to live a healthy life, which is why it partners with leading sports figures, teams and events to help share the Vitality message.

Vitality Ambassadors Jessica Ennis-Hill, Lord Sebastian Coe and Jonny Wilkinson are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

Vitality is Official Wellness Partner of Arsenal FC, AFC Bournemouth, Liverpool FC, Manchester City FC, England Rugby, Scottish Rugby, the Welsh Rugby Union, Cricket's UK Test Match Grounds and England Netball. The business is also title sponsor of the Vitality Run Series and Official Partner of The Sunday Times and Sky Sports Sportswomen of the Year Awards in association with Vitality.

VitalityHealth is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as do the company's profits, which comes about as a result of people being healthier and claiming less often.

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover, Serious Illness Cover, Business Protection and other additional products. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price.

For more information, visit www.vitality.co.uk