



## FACT SHEET

- When:** Sunday 30 November 2008
- Where:** Melbourne
- Who:** The world's best and thousands of weekend warriors
- What:** A 15km fun run
- Details:** All you need to know about the HBA Great Australian Run can be found on the event website - [www.greataustralianrun.com.au](http://www.greataustralianrun.com.au)
- How to enter:** Simply go to the [www.greataustralianrun.com.au](http://www.greataustralianrun.com.au) website and register for the event. The field will be capped, so enter now to ensure you don't miss the inaugural HBA Great Australian Run.
- Who will be here?** There is a world class elite field including the world's greatest distance runner, **Haile Gebrselassie**, reigning world marathon champion **Luke Kibet**, Beijing Olympic champion **Constantina Dita-Tomescu** and two of Australia's finest, **Benita Johnson** and **Craig Mottram** have signed up. More internationals will be announced in the near future.
- Plus, the bulk of the field will be made up of runners, joggers and walkers of all levels – thousands of them!
- Who can enter?** Up to 15,000 runners will be accepted in the race – on a first to enter, first accepted basis. Once the race limit of 15,000 is reached entries will be closed. Runners must have reached their fifteenth birthday by the day of the Run.
- The course:** The 15km course for the inaugural HBA Great Australian Run will start and finish of the Formula One course in Albert Park and in between will pass some of the City's most famous landmarks including Flinders Street Station, the Yarra River, St Kilda Road's Boulevard and the mecca for Melbourne runners - the famous Tan running circuit around the Botanical Gardens. Full details of the course are at [www.greataustralianrun.com.au/eventinformation.html](http://www.greataustralianrun.com.au/eventinformation.html)
- Fittest Footy Fans:** By selecting their favourite AFL team when they enter the run, participants register to compete for their Club in the 'Fittest Footy Fans Challenge'. The first 50 male and 50 female finishers for each club will have their times averaged out to determine the team with the Fittest Fans. Prizes will be awarded to these 100 runners from the winning team.
- Craig Mottram** and **Benita Johnson** will be running for their clubs – Carlton and the Brisbane Lions. **Dale Thomas** (Collingwood), **Trent Cotchin** (Richmond), **Bryce Gibbs** (Carlton) and **Jobe Watson** (Essendon) are just some of the AFL stars already entered to run for their AFL Club on 30 November.

**Charities:**

One of the most successful aspects of the Great Run Series has been the amount it has enabled charities to raised for themselves. For example, more than AU\$20m was raised by participating charities in England's Bupa Great North Run in 2007. In the Great Run Series, charities source their own runners and encourage them to raise money for the cause with friends, family and business associates through their participation in the event.

Whilst the HBA Great Australia Run will also have its own designated charities (Very Special Kids and Ladder), it is the opportunity for other charitable organisations to use the event for fund raising that is particularly important.

Everyday Heroes has joined forces with the HBA Great Australian Run to help organisations maximise their efforts and bring a bit of style to fundraising campaigns. Visit [www.everydayhero.com.au/event/greataustralianrun2008](http://www.everydayhero.com.au/event/greataustralianrun2008)

**TV Coverage:**

Network Ten will be covering the event live. A ninety minute live program will be broadcast nationally on 30 November. Some of the world's finest Olympic athletes may be pounding the roads at the head of the field, but coverage will not be limited to them. Your exploits will not only be shared by Australian viewers, but also by millions around the globe when the program is later transmitted by Great Run partner stations in Europe, Africa and Asia, and by Fox Sport in Australia and New Zealand.

**Enquiries:**

Further information can be obtained by emailing:  
[enquiries@greataustralianrun.com.au](mailto:enquiries@greataustralianrun.com.au)