THE COLOR RUN™

CAPITEC BANK

# POLOKWANE
# 12 AUGUST
## MITCHELL HOUSE SCHOOL

# THE COLOR RUN
## SUPERHERO TOUR

THE HAPPIEST 5K ON THE PLANET


medihelp
medical scheme
fun • fit • healthy

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Official Colour Printing Solutions Partner

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PLK | 12 AUG | 10AM

UNLEASH YOUR INNER HERO

BEFORE YOUR RUN

THE COLOR RUN SUPERHERO TOUR

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#HAPPIEST5K

# RACE PACK PICK UP

**All runners need to come to Race Pack Pick Up and collect their event kit in advance. Getting your gear early means you can arrive ready to run on Saturday rather than queue and stress on the big day!**

Your Superhero survival kit includes:

- The all new 2017 Superhero Tour Runners T-Shirt
- Your very own Finish Festival powder pack
- The Color Run 80s inspired sweat band
- Temporary happy tattoo x 2
- Race number (your entry ticket on the day)

# WHEN

**Thursday 10 August & Friday 11 August (10am - 7pm)**

Try to avoid peak times and big queues. These are often the first few hours on day 1 of Race Pack Pick Up as well as lunch time and after work hours.

# WHERE

**Mitchell House School, Plot 152, Tweefontein, Polokwane, 0699**

# PICKING UP YOUR PACK

It's game time, come on down and get your goodies! **Pick up your Runner's Pack, shop at The Color Run Store for all your Superhero accessories** and meet some of your new best friends.

**Please remember to bring a printed or digital copy of your confirmation email with the QR code / ticket** and a copy of your ID or the ID of the person who made the booking (just in case there is an issue).

Students need to bring the valid student ID that they booked with to collect their Runners Packs.

Manual Entry / Sportsmans Warehouse customers need to bring their receipt if they haven't received their tickets by the day of Race Pack Pick Up.

In addition to the advertised items in your race packs we also have some other goodies to give away courtesy of our sponsors – these items are not guaranteed so come early for the best chance to get all the swag!

T-Shirts are supplied in a specific size spread. Sizes are distributed on a first come first served basis.

# PICKING UP FOR A FRIEND?

Easy! You can also pick up kits for your friends and teammates provided you have a copy of their confirmation email as well.

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THE BIG DAY

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**Grab your capes, masks tutus, your friends, your tekkies and we'll see you at the start line for 5kms of pure happiness and fun - It's The Superhero Tour 2017**

# WHEN

The start chute will open at **9:45pm**, the **start gun goes off at 10am**.

Be sure to arrive in time to enjoy all the pre-start entertainment and stand a chance to win some great prizes not to mention all the free swag from stage.

# WHERE

**The Color Run Festival Zone,**
**Mitchell House School, Plot 152, Tweefontein, Polokwane, 0699**

# WHAT

Each batch starts 3 minutes apart and you'll head off in each batch with approximately 500 new friends! It could take up to an hour to get everyone started so make sure you bring plenty of water and wear sunscreen & hats. You can also relax in the Festival Zone, visit our food vendors and grab a coffee while the lines get shorter.

It takes 1-2 hours to run or walk the route and then into the festival zone where you will enjoy music from **DJs, local acts, best-dressed competitions, food and drinks,** heaps of goodie give aways and you guessed it, **more colour!**

# COLOR ZONES

- You will pass through six Color Zones on the course: Red, Blue, Green, Purple, Orange and Yellow. Our coloured powder is made from organic corn starch and natural food dyes.
- We suggest wearing bandanas, glasses or goggles if you are worried about getting colour in your eyes or mouth. **Hint: Pick up The Color Run buff at the store. Perfect to cover up the bits you need covered.**
- If you suffer from asthma please remember to bring your asthma puffer with you. Our coloured corn starch powder is not harmful in any way, however as with any dust particles it can cause temporary discomfort.

# PARKING

You can park locally or at one of the specially designated parking spots on the day. We'll be sending out a parking guide in the next few days as well as posting links on Facebook, the Polokwane page of our website and Twitter. Please remember to park legally and safely.

Please contact us on hello@thecolorrun.co.za if you require disabled parking or have other special needs in this regard.

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- **Hold on to your powder until you get to the Finish Festival for massive Color Blasts.**
- **Additional colour can be purchased from the merchandise store before and after the run.**
- **Food and drinks vendors will be open from 8am.**
- **Bringing mini runners? Please check all registration info.**
- **Register your number at collection for your free photos from Capitec Bank.**

## GET YOUR FREE COLOR RUN PHOTOS!

Capitec has hired a team of professional photographers to help capture all your #LiveBetter Color Run moments. We've hired a team of photographers to capture all the fun. Our team will snap a photo of you, show it to you for your approval and then at the click of a button you can upload it to your social media accounts. Letting you share these incredible moments with your friends and family.

To sign up go to www.capiteccolorrun.co.za and follow the easy steps:

1. **Select your race and enter your race number**
2. **Choose your preferred social media platform**
3. **Login with your social media details**
4. **Provide our team with your race number at Race Pack Pick Up**

It's as easy as that to share all your fantastic moments with your friends, without getting your cellphone dirty.

## CAPITEC BANK SELFIE PRINTER

Get your free selfie prints at the Capitec stand. All you have to do is use #LiveBetter on Twitter or Instagram and visit the Capitec stand after the run where the good folk of Capitec Bank will have your awesome selfie memory waiting for you.

## #LiveBetter

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## CAPITEC BANK CHILL ZONE

Once you've finished (or started) your #Happiest5K why not take some time to relax and kick back at the Capitec Bank Chill Zone? Take it easy in the shade, grab something to drink, post some pix of your day and get ready for the awesomeness of the Finish Festival!

## RUN FAST, SLO-MO!

We know you're burning around the course like Mo' Farah and sometimes it's hard to get the perfect shot of your awesomeness! Don't worry, thanks to Capitec Bank you can slow it down and capture your happiness second by second. Head to their stand in the Festival Zone and have a chance to take a 15 second super slow motion video that will be uploaded to Facebook straight away. Check www.facebook.com/SelfieBoxSloMo to see just how good you look as soon as you're done.

#LiveBetter

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**WANT TO FLY TO THE COLOR RUN PARIS WITH YOUR BESTIE? WANT TO WRESTLE RAINBOWS UNDER THE EIFFEL TOWER?**

Get ready to use your super human powers of social media awesome and enter our competition because you could be winging your way to France in 2018 thanks to your friendly neighbourhood Color Run. Not only that but you'll obviously score the bragging rights as the Superhero of the year!

**SIMPLY USE THE #TCRHERO AND SHARE THE MAIN THE COLOR RUN SOUTH AFRICA FACEBOOK PAGE (OR THE FACEBOOK EVENT PAGE FOR THE RUN YOU'RE COMING TO) WITH YOUR FRIENDS AND STAND A CHANCE TO WIN! WE WILL BE GIVING AWAY A GREAT THE COLOR RUN MERCHANDISE HAMPERS TO 5 X LUCKY PEOPLE BEFORE EACH AND EVERY EVENT. GOT TO BE IN IT TO WIN IT!**

Fly on over to thecolorrun.co.za to find out more about the competition.

Finalists will be announced at the Finish Festival.

Paris Hotel accommodation is provided by the newly renovated Renaissance Paris La Defense Hotel.

In addition Marriott Rewards will provide the winner with a Marriott Rewards Platinum status for 1 year.

This will give the winner lounge access, late check out and a platinum arrival gift to just name some of the exciting benefits.

WOW!

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# FREE BOTTLES!

We all know Superhero action can be quite dehydrating so Medihelp will be giving away an exclusive Medihelp water bottle to all Color Runners who enter the #medihelpfun promotion at Saturday's event.

Take lots of selfies and share them on Facebook, Instagram or Twitter using #medihelpfun. Show your pictures at the Medihelp table and get yourself a cool Medihelp bottle to take home and keep.

Now go forth and post to your heart's content!

# CENTRUM® CLEAN UP ZONE

**Got colour?** Let us make sure that your car isn't looking like a rainbow explosion by the time you get home. We've taken care of cleaning you up a bit after your epic 5K by introducing the Centrum® Clean-Up Zone.

At the Centrum® Clean-Up Zone we'll blow off any excess powder leaving you 'touch clean' while making for pretty ridiculous photos at the same time!

**Helping you live life at 100%**

# PAINT A CAR!

Make sure you pop over to the Ford display area to check out the amazing wheels. **Do you want to paint a Ford Figo??**

Yup that's right the cool dudes at Ford are letting you finger paint the awesome Ford Figos on display – head on over and let your fingers do the walking.

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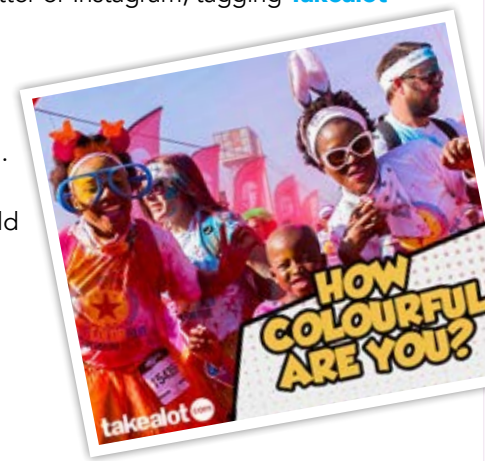
# HOW COLOURFUL ARE YOU?

Don't miss the Takealot.com Colour Camouflage Wall to stand the chance of winning a R500 Takealot.com shopping voucher!

See how well you can blend in to the most colourful wall you can imagine, and share your selfie on Facebook, Twitter or Instagram, tagging **Takealot** and **#RunOrDye**.

One voucher per race is up for grabs! Takealot.com will pick their favourite photos from all eligible entries & announce the winners on social media.

**PLUS!** If you have the Takealot.com shopping app on your phone you could win instant spot prizes!




**Follow us:**

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# FREE GIFS, WI-FI & POWER!

**Vodacom 4U** is the lifestyle choice for the energetic, informed youth.

Vodacom4U is offering FREE Wi-Fi & phone charging facilities for your convenience.

Bring your friends & take colourful clips at the GIF booth or just simply relax in the "chill zone" with complimentary cold water straight from the ice buckets. They also have loads of giveaways! For great deals, visit a store near you.

**Visit us @ vodacom4u.co.za**

# NEED A BOOST?

Get yourself a Super C boost at The Color Run Polokwane and set yourself super free!

Get to your picture taken at the Super Colour Station and tag yourself on **facebook.com/SuperCSweet**

Super C
The original energy sweet.

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# SAFETY FIRST

We have been warned about an unfortunate new trend by SAPS at mass participation events. Participants carrying backpacks have had their bags slit and their valuables stolen during races and concerts. Please be warned. If you have a back pack, please carry this on your chest, especially when waiting in crowded start chutes or in queues.

The Color Run is an Alcohol free / non-smoking event.

Runners please keep to the left; walkers and participants with strollers, etc. keep to the right.

There is a First Aid station located within the Finish Festival.

No glass bottles, containers etc. allowed at the venue (parking lots, pavements, streets, course, etc.)

**Weather:** Check the weather for the day of the run and prepare accordingly with sunblock, suitable clothing and food / water.

**Water:** There is a drink zone at (approximately) the half way point on the course. Please make sure you have any additional refreshments for the length of the course as it is forecast to be very hot.

# REMINDERS

Please attach your race number to the front of your Color Run t-shirt so it is visible and we can get your awsome Capitec photographs (if you have registered). This is also how you will be identified as a Color Runner.

Teams may run in a group or separately. It is completely up to you!

Come ready to run. There are no lockers or bag drop facilities at the event. Plan to keep any items you bring with you, or leave valuables at home.

We accept: cash, Visa and MasterCard. Our Capitec Credit Card machines carry no finance charges. **Capitec will also have an ATM on site at the Finish Festival for all runners.**

# LOST KIDS, PARENTS & PROPERTY

**Please report anything or anyone lost to the staff at the The Pink Gazebo located next to the main stage** (in the Festival Zone).

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# HINTS N' TIPS

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## RACE DAY TIPS

- **Oil your hair:** this will help the colour wash out (blondes you've been warned). We recommend using leave-in conditioner, coconut oil, Moroccan oil or something similar.
- **Cover up:** if you're not ok with having colour in your hair as a badge of honour for a few days, we encourage you to get creative and wear a hat, wig or shower cap (especially if you're blonde).
- **Cover your seats:** don't forget to bring a couple of bin bags or towels to protect your car seats. Use them when you travel home and save your nice clean car from looking like a unicorn had a party in it.
- **Slip, Slop, Slap:** coat yourself in sunscreen and lip balm with SPF in it. Not only will it protect you from the sun, it will help the colour to slide off when you're done.
- **Shield your eyes:** Sunnies, goggles or similar items will avoid any irritations (you can buy The Color Run sunnies at Race Pack Pick Up or at the merchandise store on race day).
- **Leave your favourites at home:** while the colour will eventually wash out of everything, we suggest leaving your expensive shoes at home (just in case).
- **Cameras:** feel free to bring your own camera/smart phone to capture the memories of the day. We suggest wrapping them in cling wrap or placing in a ziplock bag.

## AFTER

- Visit the **Centrum® Clean Up Zone** to get excess colour blown off.
- **Dust off:** shake off as much of the dry powder as you can before adding any water.
- **Washing your hair:** anti-dandruff shampoo is best for helping remove any colour patches. If it needs something a little extra, add baking soda to your shampoo to form a paste.
- **Shower:** when you get home, shower as normal and add baking soda to your body wash for stubborn spots.
- **Clothing:** dust off all excess colour, wash items separately in cold water.

## POST RUN

Keep an eye on your inbox for the post event survey! We'd love to hear about your colourful experience and we'll sharing all our awesome photos with you on FB & Twitter.

**Your voucher for the Takealot.com will be emailed to you with your ticket.** Please check the email and the FAQs on our website for instructions.

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# THE ROUTE

The Color Run reserves the right to design routes that are within 1km of a total 5km distance should local authorities, the placement of Color Stations and any other factors impact on the final distance.

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MALL OF THE NORTH

TALKING POINT WITH STEVEN TAYLOR DEEN 4U

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