

# THE COLOR RUN™

HERE  
Comes  
-THE-  
FUN



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medical scheme

fun • fit • healthy

# RUNNERS HANDBOOK

CAPE TOWN - 10 NOVEMBER - SEA POINT



## 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 Carnival Tour runners kit includes:

- The all new 2018 Carnival Tour Runners T-Shirt
- Your Powder Pack will be given to you as you finish and collect your Finishers medal!
- Our 2018 headband ready to save you from SHS (sweaty head syndrome)
- Temporary happy tattoo
- Race number (your entry ticket on the day)



## WHEN & WHERE

**A-Track, Green Point Track - See route map for location.**

**Fritz Sonnenberg Rd, Green Point, Cape Town, 8051**

**(where the Finish Festival was last year)**

**Wednesday 07 Nov: 13:00 – 19:00**

**Thursday 08 Nov: 09:00 – 19:00**

**Friday 09 Nov: 09:00 – 17:00**

**Festival Zone, Promenade**

**Saturday 10 Nov: 9am – 13:45**

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.



## 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 carnival 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).

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 (don't forget to ask their t-shirt sizes as well).



Grab your smiles, your wigs, your red noses, your friends, your tekkies and we'll see you at the start line for 5kms of pure happiness and fun - It's the **Carnival Tour 2018**



## WHEN

The start chute will open at **2:45pm**, the **start gun goes off at 3pm**.

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,  
Beach Road, Sea Point Promenade**



## 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 **Heart FM DJs, massive color blasts, best dressed competitions, food and drinks**, heaps of goodie give aways and you guessed it, **more colour!**



## COLOR ZONES

- You will pass through four Color Zones on the course: Red, Green, Orange and Yellow as well as bubbles along the route. 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: buy a 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 Cape Town page of our website and Twitter.** Please remember to park legally and safely.

Please contact us on [hello@thecolorrun.co.za](mailto:hello@thecolorrun.co.za) if you require disabled parking or have other special needs in this regard.



# THE COLOR RUN

## FINISH FESTIVAL FUN



**CAPE TOWN**  
**10 NOV - 3PM**

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### #'S FOR THE DAY!

**#MORECLOWNING**  
**#THECOLORRUNSA**  
**#HAPPIEST5K**



- Collect your powder pack with your Finishers Medal as you cross the line. Use your powder at Finish Festival Color Zone for massive rainbow blasts.
- Additional colour purchased can be collected in the Festival Zone for use at the Finish Festival.
- No powder to be thrown outside the Powder Zone or we won't be allowed back next year! ☹



## 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 you can slow it down and capture your happiness second by second. Head to our 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](http://www.facebook.com/SelfieBoxSloMo) to see just how good you look as soon as you're done.



## IT'S A CARNIVAL OUT THERE!

It's time for more clowning and less frowning at this year's The Color Run Carnival Tour! As a proud sponsor of The Color Run, **Medihelp** can't wait to welcome young and old from all across South Africa to the #happiest5k on the planet.



### WINNING SMILES

If you share your Color Run photos publicly with #medihelpfun, you could win a stylish Medihelp picnic hamper.

Simply share your pic on Facebook, Twitter or Instagram, make sure your post is public so that we can see your entry and use #medihelpfun.

Winners will be notified via social media.



### PICTURE PERFECT

Share your Color Run pics on Facebook, Instagram or Twitter, tag it with #medihelpfun and you can print your pics at the Medihelp photo booth free of charge. Go ahead – make memories!

### SCRATCH & WIN

The Medihelp crew will be rocking the festival zone with lots of scratch-and-win opportunities for you to win instant prizes.

If they hand you a card, simply scratch away and be rewarded on the spot with exclusive Medihelp goodies.

Take it one step further by giving us your contact details and you will automatically be in line to win a JBL Flip 4 bluetooth speaker! BOOM!



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CARNIVAL TOUR

THE COLOR RUN

2018

# DON'T FORGET

CAPE TOWN

10 NOV - 3PM

## #'S FOR THE DAY!

#MORECLOWNING

#THECOLORRUNSA

#HAPPIEST5K



## 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 Color Run Clean-Up Zone.

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



## 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 so it is visible on your shirt. This is 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 and card for all your goodies.



## 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).



## 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 Color Run **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 be sharing all our awesome photos with you on FB & Twitter.

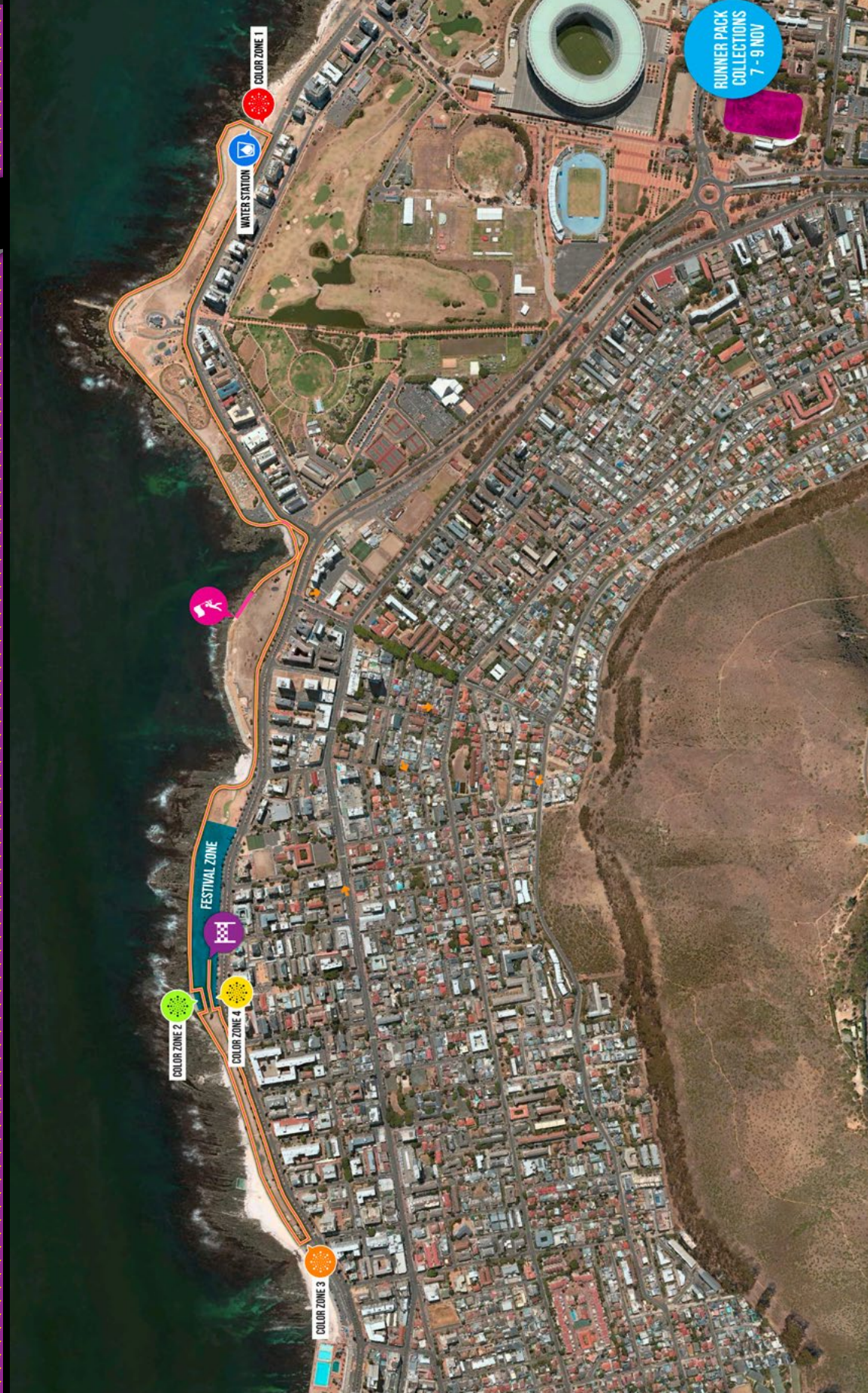


2018

## A vibrant, stylized illustration of a fairground. In the background, a large, light blue Ferris wheel with white spokes and gondolas is visible. In the foreground, there are two striped tents: one with blue and white stripes on the left, and a larger one with purple and white stripes in the center. Two hot air balloons are also present: one with blue and white stripes on the left, and one with red and yellow stripes on the right. The entire scene is set against a white background with a blue vertical stripe on the far right.

**CAPE TOWN**  
**10 NOV - 3PM**

#MORECLOWNING  
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#HAPPIEST5K



**RUNNER PACK  
COLLECTIONS  
7-9 NOV**

**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.**





## WE'RE IN IT TOGETHER.

The Color Run is coming to the Mother City and we're pumped up for the Happiest 5k! As we all know CT and the WC are still struggling with the water restrictions that are in place. We all did an amazing job at last the 2017 event but we all still need to be water warriors this time around.

As always, The Color Run is focused on community and this includes a conscious effort to ensure that the region only benefits from a trip to the Carnival.

We're going to leave Cape Town cleaner than we found it – and we will be using ONLY non-potable water for cleaning, and only where absolutely necessary.

Additionally, we have sourced and purchased non-potable water from accredited suppliers, who will be bringing water to the event from outside the effected areas.

The event will also be minimising mess, and minimising the need for water based cleaning, through massive PVC sheeting, great-big vacuum cleaners, and muscles – meaning more jobs on the day for the region.

We're also looking to make lemonade out of lemons and will be collecting all the very colourful race tees after the event.

If you want to donate your tee then we will ensure they are cleaned in an area where there's more water to spare, and distributed to the a great cause / NGO.

So that's some of what we're up to. Now what about you? We're in it together and we wanted to give you some simple tips on what we can do together to ensure that we're all water warriors at this year's Carnival Tour!

### 1: HEAD

**Let's start at the top and make sure we're using our pip!**

- Cover your hair
- Wear a wig, mask, buff, bandana, hat or any other head covering to minimize powder in your hair
- Use a leave in conditioner before the event (this will protect your hair from color and also ensure you hit your 2 min shower)

### 2: T-SHIRT

**Donate your t-shirt in the bins provided.**

We will wash in a non-water scarce area and donate to a needy institution.

If you want to keep your Tee, no problem – just pop in the regular cold wash with dark colours. ONE wash is enough.

Heck, we're at this 8 events a year and we never need to double dip our rainbow encrusted gear!!

### 3: SHORTS / PANTS / BOARDIES

**DON'T wear your favourite G-Star/Diesel/Nike togs - Boardshorts do very well.**

To wash – ONE wash in cold water with dark colours is enough.

We even run our machines on the quckie 19 min cycle and we look spick and span at all times. Our moms would be proud!





#### 4: LEGS

Wear long socks to minimize the powder on your body. Not only is this sensible but it looks pretty great as well.

#### 5: SHOES

- Don't wear your brand new Nike Airs – wear comfortable shoes that you don't mind getting a bit of character.
- Bonus is that after the run you have a unique piece of art to remind you of the day.
- If you have to wear your best running shoes, the easiest way to clean: Blow off residue with a hair dryer – dry cleans are the best. Use a damp cloth to wipe off the powder that remains. If there are any serious powder coating then you can wash the remainder off in a small basin of water with a scrubbing brush.
- Don't blame us for your previously dirty skanky shoes!

#### OTHER HINTS N TIPS:

Finish your run with a visit to the **Clean up zone** where we'll help you get rid of a lot of the rainbows you're collected along the route.

Key thing is that our powder actually doesn't like water too much so dry brush, blow and then what little colour that is left will need less water... Nice.

#### SHOWER:

The powder comes off very easily. A regular Cape Town 1 to 2 min shower should do the trick if you follow the water warrior pointers above. Soap up first, skip the morning shower and showering with a friend all helps!

Remember – nobody in the history of The Color Run has been permanently stained pink or blue – you may have a slight legacy for a few days if you got particularly powdered up, but it just makes you more of a water warrior to let time do the cleaning and not the steamy long shower.

#### CARS:

- Cover all seats with garbage bags before you leave home.
- Keep some wet wipes handy for the grubby paw syndrome
- Keep a box or bag in the boot for dusty powder covered shoes and clothing.
- Any powder on seats can be removed with a DRY vacuum. No water is required for this cleaning.
- If your car has any powder on it – do not use water to wash off. Use a blower or dry cloth.

**SO THERE YOU GO! WE'RE  
UP FOR IT, YOU'RE UP  
FOR IT SO LET'S DO IT  
TOGETHER!**

CARNIVAL TOUR

# THE COLOR RUN



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