

Edinburgh – 10K Rat Race

✘ On Sunday 17 October 2010 up to 2750 runners will hit the streets of Edinburgh for a high octane 10km assault course through the city when the hugely popular Men's Health Survival of the Fittest, powered by Land Rover, returns to the Scottish Capital.

Racing as solo competitors Men's Health Survival of the Fittest is open to both male and female runners (75% male / 25% female in 2009) who will not only enjoy the camaraderie of fellow runners along the tough 10km running route up, over, down and through the Old Town, they will also experience the pain of the burn and the character building test of the ten unforgiving but engaging obstacle zones.

The inventive format, brought to the city by Rat Race Events, the team behind the hugely popular annual Edinburgh Rat Race urban adventure race, was successfully staged in the city for the first time last year to a sell-out field of 1500 runners. This year organisers have almost doubled the field and are keen for both seasoned runners and rookie racers to sign up for this spectacular event right in the heart of Auld Reekie.

Jim Mee, MD of Rat Race Events, said: 'Survival is an Urban Assault Course; it's a totally unique 10k and a brilliant way to see your own city, or someone else's, with some rough and tumble along the way. We established the Rat Race Urban Adventure in Edinburgh in 2004 and the Survival events echo that spirit of adventure and urban discovery, wrapped up in a really accessible, fun and totally engaging 10k running format. The event welcomes all levels of runner and they can expect to visit some really iconic Edinburgh locations, as well as some that are truly off the beaten track!'

From a series of dramatic massed starts on the High Street beside the majestic St Giles Cathedral, competitors can expect

a 10km route that utilises much of Edinburgh's collection of steep mediaeval streets and wynds including the Royal Mile and Cowgate, as well as passing over scenic Calton Hill with its stunning views right across the city.

Participants will face some staple 'Survival' classics such as the colossal hay bale wall (less than 100 metres from the start), the Army Assault Course and the Urban Jungle. They will also have to cope with the Jacob's Ladder Climb, a grueling and energy sapping stair climb from Calton Road to Calton Hill, a fun waterslide, and the Parkour Zone for a bit of urban gymnastics. Also standing between entrants and the success of crossing the finish line will be the final obstacle, the infamous Men's Health 'Wall of Fame' – a sheer eight foot high construction, which competitors must scale before they are able to officially call themselves a true Survivor!

Entry to Men's Health Survival of the Fittest costs £36 per person, including special edition Under Armour Tee Shirt worth £20, professional chip timing and event village entertainment. Entries can be made via the event website – <http://www.mhsurvival.co.uk/>

Excellent prizes await the winners as well as a smattering of 'spirit of the event' prizes for those who show true fortitude and courage out there on the course.

The event, which is part of a tri-nations series – Cardiff (3/10/10), Nottingham 9/10/10) and Edinburgh, is staged by the world's best-selling men's lifestyle magazine, Men's Health, in conjunction with Rat Race Events and sponsored by Land Rover. Other event partners include Under Armour, For Goodness Shakes and Icen Water.

Further information can be found on the event website at <http://www.mhsurvival.co.uk> – including training information and route maps. All enquiries should be directed in the first

instance to Rat Race Events on 0845 009 4365 or email
info@mhsurvival.co.uk