



ON MAY 4, 2014 THE WORLD WILL RUN FOR THOSE WHO CAN'T

The 'Wings for Life World Run' is one of the biggest - and most unique - running events ever staged; its mission is to find a cure for spinal cord injury

SASKATOON (SK) On the morning of May 4th, 2014 a spectrum of athletes from part-time joggers and amateurs to professional athletes will take part in a global run held across 40 countries and 5 continents simultaneously. The race has no fixed distance and every runner around the world will start at precisely the same time. Never in sporting history has an event like this been undertaken.

An estimated 150,000 runners will set off on May 4, 2014 at 10am UTC along routes in up to 40 different locations on five continents in varying light and weather conditions. In Canada, the run will take place in Saskatoon with a local start at 4am. By comparison, competitors in Germany will set off at midday while those in Taiwan begin at 6pm.

RACE FORMAT:

There has never been a race like it. Unlike a traditional race, there is no static finish line. In this case competitors will run in front of an advancing 'catcher car', each car around the world governed by the single, global race schedule. Half an hour after the runners start, the catcher car at every race will begin behind them at a set speed. Once a catcher car overtakes a runner, their race is over. This will continue until there are only one male and one female athlete in the world left running. Only they will be crowned Wings for Life World Run Champion, meaning runners will run not only compete head to head with those in their country, but around the world.

GLOBAL AMBASSADORS:

Among those taking part will be surf icon Robby Naish, ex-Formula One driver David Coulthard, racing legend Eddie Jordan, former Alpine skier Luc Alphand, Iron Man Marc Herremans, long-distance runner Sabrina Mockenhaupt and many other sporting heroes, who have all volunteered to be event ambassadors.

Robby Naish said: "The Wings for Life World Run is a fantastic initiative and as many people as possible should get involved, running around the world, all at the same time." What motivated Naish is the fact that 100% of race net entry fees go to Wings for Life, a foundation which funds research into finding a cure for spinal cord injury.

SPINAL CHORD INJURY:

It is estimated that 3,000,000 people worldwide are living with a spinal cord injury. Every year 130,000 more sustain a spinal cord injury, followed by paralysis - the main cause being traffic accidents. In Canada, there are over 86,000 people living with spinal cord injury with 51% as a result of traumatic injury. Each year, it is estimated that there are 4,300 new cases across the country. The advances in research are largely based on private initiatives. Being a non-profit organisation, Wings for Life relies on support and donations to help fund this research. Wings for Life is set-up to ensure that a guaranteed 100% of all donations it receives are used exclusively for promising research projects.

RACE INFO:

The Canadian leg of the Wings for Life World Run will take place in Saskatoon, SK. Selected for the region's level landscape, the run will be set against the iconic fields and grain towers of the prairie province. Those wanting to take part on May 4, 2014 have until midnight (UTC) on Sunday, April 20 to register via www.wingsforlifeworldrun.com. As the official international host of the Wings for Life World Run, the Red Bull Group can ensure all money collected by the run and via the European Merchant Services (EMS) payment systems goes to the Wings for Life foundation.



REGISTRATION

An official announcement detailing registration will be made within the next two weeks. For those wanting to participate, localized information can be found at www.wingsforlifeworldrun.com.

MEDIA ASSETS:

Additional media assets, including still images and video clips are available via the [Wings for Life World Run News Room](#). All assets are free for download and editorial usage.

SOCIAL MEDIA:

For the latest information on Wings for Life World Run, follow along using:

Twitter - @wflworldrun (#worldrun #wingsforlife #mygoal)

By running you will not only be part of a truly revolutionary global sporting event, but you will join the race to find a cure for spinal cord injury.

www.wingsforlifeworldrun.com

