

2011
SHOWCASE
& AWARDS

NEWCASTLE RACING AND EVENTS

Events

Newcastle Stampede



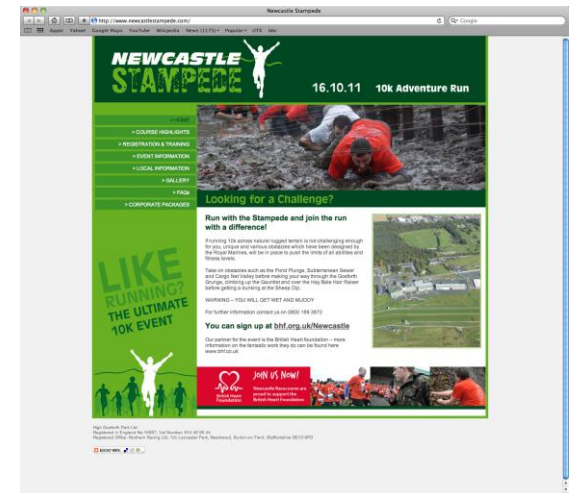
Objectives

- Generate income outside racedays utilising our large estate
- Capitalise on the running culture in the North East with the huge amount of running clubs and of course the huge 'Great North Run'
- Capitalise on the increasing popularity of 'iron man' events
- Create an event with a usp that whilst standalone will also benefit the profile of the racecourse
- Raise money for our group charity – The British Heart Foundation
- Introduce the venue to a new market of health and fitness fans



Delivery

- Introducing the ‘Newcastle Stampede’ an extreme cross country 10k challenge, on a course designed and managed by The Royal Marines. Participants will get wet and it can be dangerous!
- The ‘Newcastle Stampede’ identity was created, with the word linking back to horses and giving an emotive link to a high energy event.
- For year 1 we partnered with a specialist running company to design and time the course and give the event credibility with specialist local running clubs e.g. The Harriers and to fill our knowledge gap
- We also partnered with The Royal Marines who built the course and stewarded the event (think shouting at people who are stuck half way up an obstacle) for free, in return for their ability to use the course to train on throughout the year. A real win-win, that gives the event an edge.



Results/Anticipated Results

- Year one was too late for last years awards and gained 600 runners, this year was year 2 and we attracted just over 1000 runners.
- This year the event generated £11K profit and raised hundreds for our chosen charity
- A huge amount of positive local PR was created, getting our key messages of community involvement, more than just a racecourse and fun venue out to the wider market.
- Over 1000 new people on our database to communicate future events with.
- Look out for an even bigger and better year 3

800 leap into action for annual mud-soaked 10k Newcastle Stampede



CHAMPIONS The Newcastle Stampede for the British Heart Foundation



MAKING A SPLASH One of the contestants gets an early soaking in the Newcastle Stampede at Gosforth Park

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THEY waded through thick mud, swam across icy water and battled with difficult obstacles and rugged terrain.

But these dedicated contestants couldn't wait to get in the thick of it.

More than 800 people leapt into action yesterday morning for the Newcastle Stampede – an event organised by the British Heart Foundation.

Participants, who took to the course at Newcastle Racecourse, at High Gosforth Park, were hit with obstacles made for the Royal Marines as they ran, took some rough terrain.

They were hit with difficulties in the Zap Zap Woods and the Toboggan Hill before they were dunked in the Sheep Dip Valley.

And to make the course even more tricky the hairy lack and leaves were just with gullies filled with tyres, hand-over-hand with a water, a series of large hay bales to climb over and thick, clearing mud that soaked runners from nape to feet.

But all of the 1000 faces contending were beaming as they plied across the finish line in their British Heart Foundation t-shirts.

Contestant Adam Walker, 25, said it was an absolutely fantastic day and he would definitely recommend the course to others.

The sports development officer said: "I've been fantastic and had a really good day. Everyone seemed to enjoy it and it was great getting dirty."

The toughest part of the challenge was probably having to climb over the hay bales near to the end. But all in all it



STILL SMILING Some of the 890 people taking part

was a really great course with some brilliant obstacles. I would definitely recommend anyone to give it a go.

Organisers from the British Heart Foundation said the event was a great success and expected to raise more than £40,000 in sponsorship money.

Beginn events manager Helen Whitley said: "It was a great success and the weather was perfect – much better than last year. Almost 900 people

signed up this year which shows the event keeps on growing and hopefully we will be able to do it again next year.

"We would really urge people to send in their sponsorship money as soon as possible and we are expecting to raise around about £40,000."

"I think people found it difficult but from the feedback I was getting everyone really seemed to enjoy themselves."

www.chroniclelive.co.uk Monday

PICTURES: JAMES GUNTERMAN; www.chroniclelive.co.uk; SHUTTERSTOCK; PHOTODISC; PHOTODISC

BET HEAR

VISIT THE HEARING AID I

SOUTH SHIELDS • WASHINGTON

I'M NOT REALLY DEAF: Our charts tell us how struggle to hear is company, often correct words in conversation. It's a very difficult time on the telephone and those the likelihood of tasks too hard for others.

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FREE HOME CARE: We will be able to get a hearing aid for free. We will be able to get a hearing aid for free. We will be able to get a hearing aid for free.

FREE AFTER CA SERVICE: We will be able to get a hearing aid for free. We will be able to get a hearing aid for free. We will be able to get a hearing aid for free.

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