



**MEDIA RELEASE**

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## **RUN SANTA RUN!**

The Wendy's Great New Zealand Santa Run is calling all active Santas to participate in a 3km fun run taking place on 9<sup>th</sup> December at 6.30pm in Auckland, Hamilton, Wellington and Christchurch.

A \$30 registration fee not only buys your entry into this fantastic nationwide event, but it also secures you a full five-piece Santa suit for racing (for the first 1,100 registrations) and \$15 goes directly to Cure Kids, the official charity partner of the race.

Through its commitment to researching life-threatening illnesses affecting children, Cure Kids turns research into hope. Founded over 30 years ago, Cure Kids relies on donations from events such as this to continue its groundbreaking work, which has helped save hundreds of young lives.

The circuits, at central locations in all of the cities involved, can be run, walked or cantered (should you choose to arrive as a reindeer), making it an ideal activity for all ages and fitness levels. Last year over 250 Santas and Christmas-themed runners took to Auckland's Viaduct for the inaugural race. This is the first year the race will be held across the country and the challenge is to create an Australasian record for the most Santas in a race.

While this Santa Run concept is popular internationally, Lactic Turkey Events will be the first to bring it to New Zealand on a major scale. Lactic Turkey encourages people to adopt a more active lifestyle by getting involved in outdoor pursuit and adventure in an entertaining way.

The charitable aspect of the event also ties in well with naming rights sponsor Wendy's, who are well-recognised for their family-oriented values and honest, fresh approach to fast food. And Classic Hits are proud of their association and will be challenging their listeners to don a Santa suit and support Cure Kids.

### **ENDS**

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