ONLY THE FITTEST WILL SURVIVE AS THOUSANDS TAKE ON URBAN OBSTACLE COURSE IN LONDON

Thursday 26 September, 2013

Men's Health Survival of the Fittest is a high octane 10km running-based event that will once again see Battersea Power Station transformed into a giant assault course this November 16th, with over 12 000 runners expected to take part. Now in its 3rd year, the innovative format sees competitors tackling a 10km running route interspersed with obstacle zones around the Power Station site and in adjacent Battersea Park. This year's event is extra special as it will be the last time runners will be able to experience Battersea Power Station in this way, with works having started on re-development of the site. The event is almost sold out, so those wishing to sign up must do so quickly.

The race is being staged by market leaders Rat Race Adventure Sports, who deliver these types of sporting challenges to some 70 000 people annually throughout the UK. Earlier this year the company built the World's biggest Assault course, complete with Guinness World Record breaking structures, at Burghley House in Lincolnshire. 6000 people took part and the race was followed by a live gig headlined by 90s legends Ocean Colour Scene.

This year's Battersea date is the culmination of 5 fixtures across "Survival season." Other events take place in Cardiff, Nottingham, Edinburgh and Manchester with close to 30 000 expected to take part across the Series. The genre of "obstacle-racing" has exploded in recent years with many relishing the opportunity to get down and dirty. Survival of the Fittest is the largest Series of its kind in the UK and is totally unique in its urban setting with most other events in this genre taking place in Country Estates, forests and over farmland. The Battersea event is also unique in staging both a daytime and a night-time challenge. 10 000 people will participate in the daytime 10k version. As darkness falls, floodlights will be illuminated and a further 2000 challengers will take on the 5k "Survival by Night."

The Battersea course will feature a vast array of obstacles and some of these will result in participants getting seriously wet and muddy. Memorable moments will include getting blasted with water cannons, wading through skips full of mud and crawling through trays laden with ice cubes. The event starts and finishes at Battersea Power Station, where spectators are encouraged to come and cheer on the participants. Entry to the event site is open to the public and is free. There will be a beer tent, complete with a special beer brewed for the event, plus kids' activities, hot food stands and live commentary.

The obstacles themselves consist of a variety of challenges and runners should expect to face some staple Survival classics such as a colossal hay bale wall, an Army assault course, the "Parkour" zone and a roadworks-inspired "Men's Health at Work" zone. Also standing between entrants and their chances of crossing the finish line will be the infamous Men's Health "Wall of Fame" – a sheer 8 foot high construction, which competitors must scale before they are able to officially call themselves a Survivor.

Jim Mee, Managing Director of Rat Race, comments: "We love the way in which Battersea Power Station has given us an amazing canvas on which to create this quirky urban obstacle course in London. This is the last time such an event can be held here and we want it to go off with a bang. These events are unique and provide a brilliant way to see such a landmark in a totally different way, whilst having a bit of rough and tumble along the way."

This year's title sponsor of Men's Health Survival of the Fittest is Volkswagen Amarok. Other partners include Tissot and Remington. Further information about the event can be found on the official website at www.mhsurvival.co.uk, including training information, videos and pricing. Entries can be made online through the website and are open until Wednesday 13th November.

ENDS

Notes to Editors:

• Men's Health Survival of the Fittest takes place in cities nationwide throughout October and November. The London Battersea date is 16th Nov 2013

• Entry to Survival of the Fittest costs from £60 per person based on a team of 10, including special

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edition Rat Race Tee Shirt worth £20, professional chip timing and a high-value goody bag. Solo entry is £70 per person

• Official sponsors of the event include title sponsors Volkswagen Amarok plus associate partners Tissot and Remington

• Men's Health magazine is the world's best-selling men's lifestyle magazine. The UK edition has an audited circulation of 250,094 (ABC: Jul-Dec 08) and a readership in excess of 1 million. Health and fitness and muscle are at the core of the title but key editorial pillars include style and grooming, sex and relationships, nutrition and weight-loss and gear

• Rat Race Adventure Sports is the UK market leader in adventure sport events and was formed in Edinburgh in 2004. The company caters to some 70 000 participants annually

Press quality pictures available upon request.

Company Contact:

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Rat Race Adventure Sports

T. 01904 409401
E. media@ratrace.com
W. https://www.ratrace.com

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