

RUNNINGFORUM

WHERE THE RUNNING COMMUNITY AND INDUSTRY MEETS



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1. Clifford, T, et al., 2019, *The effects of collagen peptides on muscle damage, inflammation and bone turnover following exercise: a randomized, controlled trial.* Amino Acids.

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WELCOME

TO THE RUNNING FORUM

It's the place where the industry and the running community meet



At this point of the year a lot of you would have been deep into your marathon training with a number of iconic events on the horizon.

However, this year there is more than the will to stop your progress. With the coronavirus sweeping the nation, Europe and the world, a whole host of high profile events have already been cancelled or postponed.

Europe is closing its borders, large gatherings across whole swathes of the continent have been banned.

Things at home are following suit - social distancing is key, schools are closed. A

number of running events have already been postponed. The 2020 Virgin Money London Marathon, which was due to take place on April 26, has been postponed until Sunday, October 4.

However, to raise spirits, in this issue we take a look at the magnificent Nicky Spinks and some of her more recent achievements in endurance running.

Facing an uphill struggle? Then we have some advice on why running up an incline is a good thing.

But don't forget, you can still go out for a run if you keep your distance. I hope you enjoy reading this issue of Running Forum!

Mark Hayhurst, Editor



EXCLUSIVE RUNNING RETAILER TO THE RUNNING FORUM

WAINWRIGHTS FILM IS LAUNCHED ONLINE



A new film telling the story of ultra-runner Paul Tierney's incredible 214-peak Wainwrights record has been launched.

The inov-8 ambassador completed the 328-mile challenge in June 2019, summing all 214 of Alfred Wainwright's Lake District peaks in a new record time of six days, six hours and five minutes.

Paul ascended 36,000m (the equivalent of four times up Mount Everest), battled sleep deprivation and conquered all manner of weather conditions on his way to beating Steve Birkinshaw's previous record by almost seven hours.

The film, by Dave MacFarlane (dmtwo.media), tells the story of Paul's epic running adventure over England's highest peaks – a story that gripped not only running communities but also the wider sporting world.

Paul Tierney – Running The Wainwrights is being screened on inov-8's YouTube channel. For full details visit www.inov-8.com/paul-tierney-running-wainwrights

Paul said: "Dave has done a superb job with the film. It highlights what a huge team effort it took to beat Steve's record and also shows off our beautiful Lake District in all its glory."

Paul followed a similar route to Steve, who spent months mapping out what he believed to be the quickest, continuous on-foot route over the 214 peaks that featured in Alfred Wainwright's iconic seven-volume pictorial guide to the Lakeland fells.

The Irish-born running coach and ex-policeman slept, albeit briefly, in a van at road crossings, with groups of runners taking it in turns to pace and navigate him over different sections of the route.

The Windermere-based 36-year-old, who used inov-8 kit – including new graphene-grip shoes – during the attempt, finished the challenge wearing the Ambleside Athletics Club vest of his friend and teammate Chris Stirling, who passed away in 2019. Paul ran in memory of Chris and has so far raised £35,000 for the charity MIND UK www.justgiving.com/fundraising/paul-tierneywainwrights214



TRAIL RUNNING WEEKENDER RETURNS FOR A SECOND YEAR

Following a successful launch in 2019, the Run Rabbit Trail Festival returns showcasing some of the finest trails in the East Midlands.

Held on the Spring Bank Holiday weekend of May 23-24, Marston

Lodge near Market Harborough will again be the setting for the two-day festival. It features three separate events that can be combined to make the Quest for the Golden Carrot.

Brian Corcoran, one of the organisers from Thump Events, said: "We believe that we've created

a special festival that celebrates UK trail running and challenges novice trail runners as well as those with more experience."

Saturday morning begins with the Trail Mix Challenge. This unique event consists of five different 5km trail courses, starting on the hour, every hour, for five

hours. This is followed by guest speakers and music and then the Headlight Hop. This is a twilight 10km where runners will be treated to stunning views as the day's racing draws to a close. More guest speakers and music will serenade campers as they head to the onsite lakeside camping.

Sunday morning brings the Thump Half and the Bunny Run, a new one mile offering for children. Excited runners then wait to find out if they have qualified for the Carrot Dash. The quickest six males and females complete the final challenge of a one mile run off to determine who will take home the prized Golden Carrots.

Brian Corcoran, said: "Qualification for the Carrot Dash and winning the Golden Carrot, involves a bit of strategy. You need to do enough to be in the mix but if your legs are too shredded, a mile run off can feel like a very long way!"

Marston Lodge is a working farm situated in the heart of the English countryside on the Northamptonshire and Leicestershire border. With rolling hills, forest paths, incredible views and a site steeped in history, Marston Lodge is the perfect setting for trail running.

Full event details including pricing can be found at www.thumpevents.co.uk

HOKA ONE ONE PARTNERS WITH A MILE IN HER SHOES CHARITY

HOKA ONE ONE has partnered with London-based women's homeless charity A Mile in Her Shoes – part of the high-performance brand's commitment to helping individuals from all backgrounds better their lives through the power of running.

HOKA – who are supporting a number of diverse individuals and organisations using running to transform their lives – will provide a pair of running shoes and a subsequent donation for all homeless women expected to benefit from the inspiring work undertaken by A Mile in Her Shoes.

The charity has worked closely with hundreds of women who are at risk of homelessness since it began seven years ago and offer running as a way of exercising, engaging with others, improving confidence and boosting self-esteem.

Daljat Gill, Head of Marketing for HOKA EMEA, said: "HOKA strongly believes in the power of inclusivity and diversity to help move us all forward in life. The work that A Mile in Her Shoes has, and continues to

do, in inspiring women in difficult situations to start running and change their lives is simply incredible. We are delighted to partner with the charity and believe that by flying together, we can really raise awareness for homelessness."

Set up in 2013, A Mile in Her Shoes seeks to identify and remove any barriers to running, enabling hundreds of vulnerable women to benefit from the same mental, physical and social benefits that running and exercise gives to any other person. HOKA's financial and product support will help the charity offer quality teaching programmes and coaches in 2020, as well as source better venues for its on-going fitness sessions.

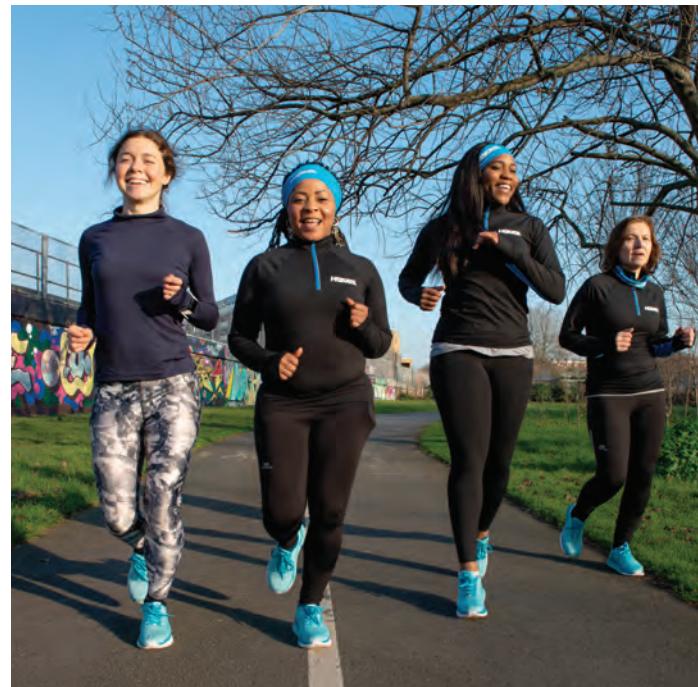
The partnership will also see HOKA support A Mile in Her Shoes with coaching sessions from its running experts and athletes, while also raising awareness for homelessness and encouraging more people to get active to help change their lives. A Mile in Her Shoes hosts and leads running groups through a primarily volunteer-led programme.

All sessions are laid on by trained female volunteers and coaches with

the qualifications to lead mixed ability groups, and, to date, the charity has helped hundreds of women since its foundation seven years ago and now engage more than 100 women per year and

deliver at more than 20 women's refuges, residential sites and day centers across London.

For more information about A Mile in Her Shoes, visit amileinhershoes.org.uk or follow @InHerShoesHQ on Facebook, Instagram and Twitter. For more on HOKA, visit hokaoneone.eu or follow @hokaoneone_eu on Facebook and Instagram.



PICTURE CREDITS: STEVE ASHWORTH



LA SPORTIVA SPINE RACE DOUBLE

It was a double win for La Sportiva in this year's Montane Spine Race.

Both the men's winner, John Kelly, and women's winner, Sabrina Verjee, wore La Sportiva running shoes throughout the 268-mile event.

The Spine Race has established itself as one of the world's toughest endurance races - a non-stop ultramarathon along the Pennine Way, through hostile winter weather.

Kelly finished in a new men's record time of 87hrs 53mins, four hours short of Jasmin Paris's

all-time record from last year. The US athlete, now based in Bristol, is also a Barkley Marathons winner and expectations were high for his Spine Race debut.

During the latter stages Kelly faced strong competition from Britain's Jayson Cavill and Spain's Eugeni Rosello Sole, but both were

forced to retire due to injury, leaving Kelly with a commanding lead.

Verjee finished in an impressive fifth position on 108hrs 7mins. Outright winner of the 2019 Montane Spine Fusion - the summer version of the race - the British ultra athlete was a strong favourite for this year's event and had a particularly competitive race, holding her position as first woman from the start and creating an unassailable lead.

Renowned for its mountain footwear, La Sportiva is equally successful as a running shoe brand and is growing rapidly in the UK market.

Both Kelly and Verjee started the race in La Sportiva Uragano GTX shoes, a winter running model featuring a protective gaiter and GORE Flex Construction.

As the race went on Kelly switched to Blizzard GTX shoes with their integrated AT Grip Fixed Spikes for maximum traction, while Verjee moved into the Crossover 2.0 GTX shoe for their combination of grip, security and extra comfort over long distances.



BROOKS AND PARKRUN JOIN FORCES TO INSPIRE A COMMUNITY OF HAPPIER RUNNERS

To inspire more people to run their path to a better self, Brooks has announced a three-year strategic partnership with parkrun.

This is the first time parkrun has aligned with a footwear brand in the UK and Ireland, with both partners sharing the same philosophy that running is inclusive to all and can make the world a happier and healthier place.

A key element of the partnership will see the creation of a bespoke Brooks activation zone that will go live across selected parkrun sites in the UK and Ireland. At each event, parkrunners can swap their shoes and test out a pair of Brooks to either volunteer, walk, jog or run their 5k parkrun.

Post-event parkrunners will be greeted by a Brooks expert who will talk them through the Brooks running experience. The Brooks expert will help parkrunners identify their perfect running shoe using the Brooks shoe finder, and will talk to them about their passion for running to create their own personalised 'Run Happy Ever After' story.

Brooks believes that every day with a run is a better day. This activation has been created to bring to life Brooks 'Run Happy' philosophy and help grow and inspire communities of runners to celebrate the inclusivity of the run. The strategic partnership with parkrun is part of Brooks vision to

become the number one choice for all runners and follows a significant year of growth for the brand, during which Brooks achieved 39 per cent revenue growth in the UK and Ireland.

Matt Dodge, MD of EMEA at Brooks, said: "At Brooks, we want to inspire people to run their path to a better self. parkrun share similar values with a strong philosophy to make the planet a happier and healthier place. Through this exciting partnership, we are able to engage with a broader running community across the UK and Ireland and deliver interactive experiences that bring to life the Brooks Running brand and help people find the perfect shoe that will enable them to Run Happy."

Nick Pearson, CEO of parkrun, added: "We're delighted to join forces with Brooks, our first ever footwear partner that allows us to reach out to more walkers, joggers, runners and volunteers, and encourage them to take part. Every weekend, there are more than 900 parkruns up and down the country designed to encourage people to get active and feel part of a community. The Brooks event zones at selected events allow people to share their experiences and gain expert advice on how to enhance their parkrunning journey."

To find out more about the Brooks parkrun partnership follow us on social media @brooksrunninguk and search #parkrunhappy #runhappyeverafter #brooksrunninguk

RUNNERS NEED TO BE RETAIL PARTNER AT NATIONAL RUNNING SHOW LONDON

Following the incredible success of the annual National Running Show at the NEC in Birmingham, the organiser, Raccoon Events is extending the brand in 2020 to its first London event to be held at the Business Design Centre in Islington on June 13-14.

The first big announcement about the event is an exciting new partnership with retailers Runners Need who will be bringing some of the leading brands in running to the event.

The format for the event will mirror the flagship event in Birmingham with an Inspiration Stage hosting a line-up of some of the best running athletes. Already confirmed for London are Dame Kelly Holmes, Roger Black, Nell McAndrew, Danny Bent and Susie Chan.

Other features include a Running Skills Theatre, Ask the Experts sessions, zones focusing on nutrition, community, injury fix and prevention and new initiatives including the running cinema and a Run The Dark experience sponsored by LightUp.

Andrew Wood, Head of Marketing at Runners Need, said: "At Runners Need we believe it's never too late to start running. Since 1982, through our nationwide stores we've been inspiring people to get out there and run. We're thrilled to be partnering with the National Running Show so that we can give hands on advice to thousands of runners about the leading brands on the market."

Nathalie Davies, Event Director, added: "We are thrilled to be working with Runners Need, who are a great fit with our brand and the communities we work with. Since launching the National Running Show in Birmingham, we have seen a huge demand for a London edition and we are busy confirming a host of brands as part of the exhibition. Watch this space for further announcements coming soon."

For more information on the show go to www.nationalrunningshowlondon.com. Stand space is selling fast, if you are interested in participating you can contact Nathalie on nathalie@raccoonevents.com





ENGINEERS
OF ACTIVE
LAYERS
SINCE 1946

A dynamic photograph of three runners in motion. In the foreground, a woman runs towards the camera wearing a purple zip-up hoodie and teal shorts. Behind her, two men run in the same direction; the man on the left wears a blue t-shirt, and the man on the right wears a grey t-shirt. All three are wearing athletic gear and appear to be running outdoors.

FREE YOUR MIND,
FREE YOURSELF

#zeroexcuses



odlo.com

DISCOVER THE 'HOW FAR CAN YOU RUN IN A YEAR' TOOL



From London to Sweden, a new running tool takes the miles you run per week and shows you how far you could run around the world in a year.

The tool, created by performance sports brand ASICS, lets you enter your location and shows you the distance you cover in a month, six months and a year.

Whether you are new to running or already training for the marathon, this tool can help you to set realistic goals and become a better runner. It also shows you how you compare to other UK runners.

For example, if you are a 30-year-old north Londoner and run five miles per week, you could run as far as the Netherlands in a year.

According to the tool, if you run five miles a week at 30, you run 2.3

miles more per week than an average UK runner and an average of three miles more than your age group (25-34), meaning you are in the top 15 per cent of runners in the UK.

In addition to the tool, ASICS conducted the survey based on 2,000 respondents that looked into the distance, speed, consistency, reasons for running, time preferences and more. Please let me know if you would like me to send over more information.

You can see the key findings of the survey below:

- The average British runner runs 9.24 miles a month, that's equivalent to the distance of over four marathons in a year.
- East Midlands has the fastest runners in the country, Northern Ireland has the slowest.
- Londoners and people in South East England register the longest runs in the country, the former reportedly clocking in 11.6 miles every month – just 1.5 miles short of a half-marathon.
- Wales has the highest percentage of runners that run daily, while London has the most consistent; one in two go running at least once a week.
- People who run in the morning

tend to run longer distances.

- British women between the age of 35-44 run the longest average distance per month (14.85mi)
- 21 per cent of British runners exercise to improve their mental health

Rick Hoving, Senior E-Commerce Manager EMEA at ASICS, said: "The results of our survey show that the UK is filled with runners of every description, whether it's the early risers pounding the pavements or the weekly competitors out in the country lanes, enthusiasts are steadily clocking the miles and that's something to be celebrated."

"While some of the results confirm what we know, that many run for fitness and health reasons, it's encouraging to see how many people recognise the benefits for mental wellbeing. It's also eye-opening to see that both men and women over 35 run the furthest, showing that people of all ages can enjoy the sport."

"By showing people how their daily run can translate into huge distances over the course of a year and how they compare to others around the country, we want to acknowledge their achievement and encourage people to get their trainers on!"

DON'T MISS THE

THE NATIONAL RUNNING SHOW

13th - 14th June 2020
Business Design Centre

LONDON

10,000
RUNNERS

150

EXHIBITORS

10

INTERACTIVE
FEATURES

Speakers include:



Dame Kelly Holmes



Roger Black



Nell McAndrew



Danny Bent



Susie Chan

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MERRELL LANDS RAGNAR RELAY SPONSORSHIP DEAL

Merrell has signed a deal with Ragnar Relay to be the official footwear partner for the inaugural Ragnar Trail Forest of Dean event in June.

By becoming Ragnar Trail Forest of Dean's official footwear partner, Merrell will have a strong presence in the event village, offering trail runners the chance to test out its diverse trail running offering ahead of their challenging races.

Hot on the heels of the launch of Merrell's newest trail runner - the MTL Long Sky - Merrell's sponsorship of Ragnar Trail Forest of Dean sees the brand increase its presence in the UK trail running market and build on its successes to date.

Ragnar Relay, the world's largest overnight relay series, is bringing Ragnar Trail to the UK for

the first time in June 2020. The unique event sees teams of eight run approximately 120 miles, across three repeating loops on wilderness trails. The route winds through the Forest of Dean, allowing runners to take in acres of woodland, majestic valleys, and scenic hills.

Simon Sweeney, UK Marketing Manager at Merrell said: "We are really delighted to be working with Ragnar Trail Forest of Dean this year and to have another avenue to showcase our trail running offering to the UK's trail running community. Building on the success of Merrell's partnership with the Ragnar event series in the US, so it's great to be able to replicate this relationship here in the UK and in such a beautiful location of the Forest of Dean too."

The debut Ragnar Relay Series will be delivered by Grounded Events Company (GEC), the organisers of the Brighton Marathon Weekend.

Tom Naylor, Managing Director of GEC, added: "We are very excited to welcome Merrell as the Official Footwear Partner who will be bringing their trail expertise to the Forest of Dean. Our runners will undoubtedly enjoy the unique discounts, exclusive Merrell training advice and Merrell try-ons in the Ragnar Village. It's fantastic to see the UK division of Merrell, mirror an already successful partnership that has been established with the US races."



SPARTAN ENTERS TRAIL RUNNING MARKET

Sparten, the world's leading extreme wellness and endurance brand, is entering the UK trail running market for the first time in its latest push to expand and innovate its fitness footprint.

For the 2020 season, Spartan will host 10k and Half-Marathon trail events at two of its most scenic venues; Glanusk Estate, Wales, and Marston Lodge, Midlands.

Joe De Sena, Spartan Founder and CEO, said: "Following the successful 2019 launch of Spartan Trail in five countries, we're excited to expand our experience and community by introducing the growing sport of trail running to our event line-up in the UK. The ancient Spartans were known to run on the mountainous trails of Sparta, so it's a natural extension of our brand as we work to motivate people everywhere to step outside of their comfort zones and learn there's no limit to what they can achieve. Spartan Trail in the UK will provide a new opportunity for existing racers while offering the trail running community an event like they have never experienced before."

The inaugural Spartan UK trail season will unfold in some of the nation's most breath-taking landscapes, beginning on June 21, 2020, at the Glanusk Estate, in the heart of the Black Mountains, fittingly followed by a 10k at 'Spartan's UK home', Marston Lodge, on July 12. Each event will feature stretches of rugged terrain

and natural obstacles, such as river crossings, scrambles, log hops and technical single-track that define a traditional trail race. The races will coincide with Spartan's Obstacle Course Race (OCR) race weekends, bringing the electric atmosphere of the brand's event festival to the trail running community.

The UK trail launch follows the recent announcement of the 2020 "Spartan Trail World Championship," a series of six trail running events across the globe, which combine to cover four continents and a \$270,000 USD prize purse. The series is part of the brand's bid to bring new experiences to its racers and achieve its worldwide mission to transform 100 million lives.

Karl Allsop, Spartan UK and Ireland Director of Production and Trail Lead, said: "As we continue to grow as a brand, it is vital that we add more products to support this expansion and the decision to branch out into the world of trail was an easy one, with trail running's values of transformation, resilience and self-belief aligning closely with ours. The two venues that feature in our inaugural trail season couldn't be more suited, offering spectacular views, varied terrain and natural obstacles in abundance. I look forward to integrating the passionate community of trail runners into our Spartan UK family, while also showcasing the epic sport of trail and its endless physical and mental benefits to our regular Spartans."





ADIDAS TERREX UK SPONSOR THRESHOLD TRAIL SERIES

Threshold Sports have announced adidas Terrex UK as the official apparel sponsor of their award-winning Threshold Trail Series in 2020.

The Threshold Trail Series is made up of four of the best loved endurance trail events in the UK with each event offering a unique challenge using a variety of terrains, gradients, elevations, distances and awe-inspiring landscapes.

Adidas believes that sport has the power to change lives, and getting people outdoors is an important part of improving quality of life. Trail running and hiking are key sports for the adidas Terrex brand and through this sponsorship, adidas Terrex hope to enable more people to get outside and on the trails.

Those looking to take on one of the Threshold Trails can opt to take on each trail event over one or two days and can sign up via a range of packages with entries starting from just £39 for a charity place.

The popularity of the Threshold Trail Series continues to grow year on year and since 2017, the series has seen a 25 per cent increase in the number of people signing up to its events:

HEINEKEN Race to the Castle: June 6-7: The newly launched Heineken Race to the Castle is the latest addition to the Threshold Trail Series portfolio. The 100km ultra marathon will pass by and promote many of the local historical landmarks, which includes the finish at Bamburgh Castle, a royal fortress which has stood guard over Northumberland for over 1,400 years.

Race to the King: June 20-21:

Starting in picturesque Arundel and finishing at the iconic Winchester Cathedral, Race to the King is a fantastic all-rounder, featuring a variety of terrain and landscape along its 86.2km route.

Dixons Carphone Race to the Stones: July 4-5:

Voted 'Best Endurance Event' at the prestigious 2018 and 2019 annual Running Awards, Dixons Carphone Race to the Stones takes participants along the oldest path in Britain 'The Ridgeway'. The 100km route is lined with Bronze Age hill forts, Neolithic burial chambers and Roman river crossings, finishing at the iconic Avebury Stone Circle.

Race to the Tower: July 18-19:

For the lover of hills, Race to the Tower takes participants along

the stunning climbs of the Cotswolds Way, on an 84.3km route with spectacular views that make the challenging inclines and descents to the Broadway Tower worthwhile!

Chris Tong, Marketing Director at Threshold Sports, said: "We are incredibly excited to be partnering with adidas Terrex. They share our vision to make outdoor experience and adventure more accessible and we're excited to be able to share their products with our thousands of loyal customers."

"Here at Threshold Sports we believe that more is in you and we want to help people escape the pressures of everyday life and take on one of our trails in 2020."

"We pride ourselves on making our events as inclusive as possible, so whether participants decide to run or walk, each Threshold trail event offers a unique challenge."

Robert Muecke, Global Senior Sports Marketing manager adidas Terrex, said: "adidas TERREX strives to give all performance levels the best race experience possible; no matter their ability, and we believe that through sport we have the power to change lives."

"We are proud to partner with Threshold Trail series in 2020 and look forward to encouraging people to get outdoors and experience trail running in all forms."

For more information on prices and to see how you can sign up to take part in one of the Threshold Trail Series events visit <https://www.thresholdtrailseries.com/>

To find out more about adidas Terrex at www.adidas.co.uk/Terrex

WORLD INDOOR ENDURANCE RUNNING RECORD BROKEN

German ultra runner Florian Neuschwander broke the world indoor endurance running record, on February 27, by one minute and 38 seconds on a treadmill over 50km at the Red Bull Athletes Performance Center in Thalgau, Austria.

American Mario Mendoza had beaten the old mark of 2:59.49 by clocking two hours, 59 minutes and three seconds on January 14 at Madras High School, in Oregon.

Neuschwander, though, believed he could lower the mark and targeted the groundbreaking Red Bull Athletes

Performance Center in Thalgau for his record attempt.

The 38-year-old from Neunkirchen set an awe-inspiring average pace of 3:33 min/km, however the endurance star had to dig deep over the last 10km.

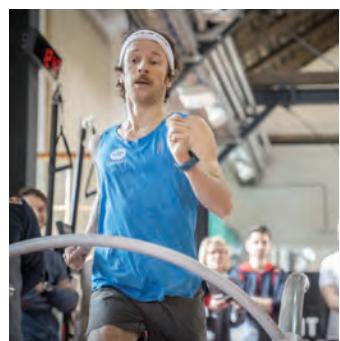
His determination paid off as he clocked a time of two hours, 57 minutes and 25 seconds to beat Mendoza's time by a staggering one minute and 38 seconds.

He said: "I am overwhelmed that I managed to break the 50km world treadmill record. Despite muscular problems in the end, I kept to my schedule and increased my pace constantly. I am extremely happy. I

knew that the last few kilometres would be tough, but I went through with it relentlessly... I had to! My family was there and the people in the APC had worked so hard to make this work, so there was no turning back."

2018 Olympic ski-jumping champion Andreas Wellinger provided extra motivation for his compatriot by running a few kilometres on a treadmill next to him.

Wellinger, 24, said: "Maximum respect for Flo's performance. He really worked hard for this world record. Congratulations. His willpower was impressive."



Any athlete should take a leaf out of his book."

Neuschwander, who will race at May 3's Wings for Life World Run, added: "It would be nice to finally win the Global Race Award of the Wings for Life World Run - after my national titles in Darmstadt 2015 and in Munich 2016 as well as the third place globally in 2019."

LET'S GET SOCIAL!



Mark Hayhurst talks to Jonathan Midwood, General Manager of Up & Running, to find out more about their Social Run Groups (SRGs)

Up & Running has been an integral part of the running community ever since the first store opened in 1992 and they are still here to keep you motivated and achieving no matter what your running goals.

Their commitment to the community runs throughout the company, ranging from weekly SRGs to becoming a foundation partner of community initiatives such as One Running Movement.

WHAT IS SOCIAL RUN GROUP?
Social Run Group is a weekly 5k run that takes place at the majority of Up & Running stores up and down the country. You can visit <http://srg.upandrunning.co.uk/> to find your nearest store, as well as what day and time the run takes place. We believe that SRG is a fun, free and friendly initiative that is open to anyone.

WHO GETS INVOLVED - ARE THEY FOR ALL LEVELS OF RUNNING?

Anyone and everyone can be involved with SRG, no matter what your running capabilities or training goals are. The groups are led by enthusiastic SRG ambassadors who guide and

support all of the runners along the route – involving crossing roads and keeping the group together.

HOW DO THE RUNNERS BENEFIT FROM THESE RUNS?

The main rewards that runners obtain from SRG is getting fit and being involved in a social setting, as well as being motivated and celebrated by other group members. Each week you run; you will receive a stamp on your SRG card to earn a variety of running rewards throughout the year. These rewards include an official SRG t-shirt, technical running socks/an SRG Headhog and a £35 voucher to use in store. If you're a dedicated SRG runner, there might just be a special reward in store for you at the end of the year!

WHAT DO THESE RUNS INVOLVE - ARE THEY DIFFERENT EVERY WEEK?

Each SRG is a 5k run from the store and the routes will vary each week. No matter how big or small the groups may be, they will always remain together – with regroups happening along the way. Stores will often have try-on evenings that tie in with

their SRG runs, which enables runners to try on shoes from their favourite running brands.

While every store has a traditional 5k road route, some stores offer different runs on

different nights. There may be a trail series through the summer months or headtorch runs at other locations, giving runners the opportunity to try something different within the safety of a group.



Anyone and everyone can be involved with SRG, no matter what your running capabilities or training goals are

ASICS RECOGNIZED BY CDP

ASICS Corporation, a leading global sporting goods company, has been identified as a global leader for engaging with its suppliers on climate change, being awarded a position on the Supplier Engagement Leaderboard by global environmental impact non-profit CDP.

ASICS has been recognized for its actions and strategies to reduce emissions and manage climate risks in its supply chain in the past reporting year. Over 4,800 companies in total were

assessed by CDP and given a Supplier Engagement Rating, based on answers to selected questions about governance, targets, scope 3 emissions, and value chain engagement of their response to the CDP 2019 climate change questionnaire and their overall CDP climate change score. ASICS is among the top three per cent of organizations assessed by CDP, one of almost 160 companies on the Leaderboard this year.

ASICS has been selected as a component company of global ESG indexes, the Dow Jones Sustainability Indices (DJSI), created by S&P Dow Jones (US)

and rating company RobecoSAM (Switzerland), as well as the FTSE4Good Index Series / FTSE Blossom Japan Index, compiled by FTSE Russell (UK).

ASICS was recently included in Sustainability Yearbook 2020 published by S&P Global, which showcases the sustainability performance of the world's top 15 per cent companies in each industry.

ASICS is committed to pursuing sustainability in all aspects of its business on an ongoing basis to help bring about a more sustainable society.



THE NORTH FACE PRESENTS: RUN FOR THE ARCTIC

In November last year, The North Face Athlete, Pau Capell, took on his most ambitious project yet, running 250km through the Arctic to raise awareness of climate change and the disastrous impact it's having on our planet.

Facing sub-zero temperatures, fierce winds and snow-covered trails, Pau began his journey in Alta, Norway – way above the Arctic circle – finishing in the small port of Nordkapp. Even in the extreme conditions, the 2019

UTMB winner covered the 250km in a staggering five days.

For Pau, this distance was significant. After seeing the effects of climate change first-hand during long days spent in the mountains, he knew he wanted to help raise awareness of the issue. So, when he learned of shocking research showing polar bears are being forced to travel up to 250km extra to find food to survive, his project was born.

Pau said: "When I first arrived in Norway the cold really surprised me. It was daunting to think I would run 50km a day in

such conditions. But I believe it's important to experience new places and take time to appreciate new challenges. Two years ago, when I learned about the research, I wanted to do something as close as possible to what the bears experience."

The North Face sought the help of renowned glaciologist and Protect Our Winters Europe board member, Dr Heidi Sevestre, to better understand the impact climate change is having on the fragile Arctic ecosystem and the global challenges it's likely to create.

Dr Heidi Sevestre, said: "We are tightly connected to the Arctic and we know that if we do not act now, the Arctic could increase in temperature by about five to ten degrees by the end of the century. This means the sea level may rise much faster, heat waves could become more frequent or other extreme events will occur that will directly affect us.

"What's important to understand is that we are the main cause of climate change, which means we are the main solution. So today, every action we take on a daily basis can have a positive or a negative impact on our climate. Let's make sure it's a positive one."

POW Europe Coordinator Brita Staal spent her first living years in Alta, knowing exactly how harsh the conditions that Pau experienced can be.

Staal added: "The importance of spreading awareness on the impacts of climate change is growing by the hour, and it is important that we use our voices across all our global communities and walks of life to call for action. We hope Pau can ignite true climate action through this project."

To support Pau's project, The North Face will offset all carbon emissions produced during the expedition and will carry on doing so for all of our athletes' expeditions.

To watch Pau's first ever winter project and learn how you can offset your carbon footprint through their partner Protect Our Winters, visit www.thenorthface.co.uk or follow them on @thenorthfaceuk on Instagram, and @thenorthface on Facebook.

A TOUGH CLIMB ON THE WAY UP TRYFAN. PICTURE CREDIT: DAMIAN HALL



HISTORIC HAT-TRICK, A GRUELLING CHALLENGE AND A FILM STAR

2019 was a busy year for inspirational fell runner Nicky Spinks, we take a look at two of her outstanding challenges the Double Paddy Buckley Round and the Barkley Marathons

Y

ou'd think that being a farmer in Yorkshire would be tough without throwing in extra hardship.

But Nicky Spinks has always been ready for a challenge and last year she added further accolades to her running career.

After having battled cancer and won it seems that nothing can stand in her way. She has set women's records for the major fell running challenges the Ramsay Round, the Paddy Buckley Round

and the Bob Graham Round. She is also the holder of the overall record for the double Bob Graham Round.

And, last year, Nicky ran the first-ever Double Paddy Buckley Round, a 122-mile run in the brutally-tough mountains of Wales.

This completed her treble of British Double Rounds, an unprecedented achievement and one of the most remarkable British sporting stories of the last few years.

In her final Double Round, the 51-year-old inov-8 brand ambassador ascended over

56,000ft (almost two times Mount Everest), sumitting 94 peaks including Wales' highest mountain Snowdon, on the historic Double Paddy Buckley Round which took 57 hours and 27 minutes.

Nicky said: "Since finishing the Double Paddy Buckley I have felt an immense sense of contentment. With the Double Charlie Ramsay and the Double Paddy Buckley I experienced new types of 'low points' and they lasted for a long time. Coming out the other side of the lows on both rounds and continuing on to enjoy and finish

the Doubles has shown me that I am capable of bigger things than I thought possible. Being the first woman, I hope that many women around the world are just thinking 'If she can do that, then maybe I can do what I would love to do'."

The 'standard' 24-hour Rounds are notoriously-tough challenges which see mountain runners attempt to run between 58 and 66 miles over remote, often trackless mountainous terrain ascending upwards of 27,000ft in a circuit of the designated peaks.

Having completed sub-24 hour

'standard' rounds of all three classics on multiple occasions, Nicky decided to do a Double Bob Graham Round to mark ten years of surviving cancer.

She said: "The Double Bob Graham came about because I wanted something special to celebrate surviving ten years of cancer. After the DBG went so well, the idea of doing the Double Charlie Ramsay and the Double Paddy Buckley came into my head. The distances and the time on my feet were completely new areas that I hadn't pushed myself to before. I've also never done anything that no-one else has done before and so doing the three rounds as Double's would mean that I not only had the record for one but technically for all three!"

Nicky set a new overall record for the Double Bob Graham Round (132 miles and 54,000ft of ascent). In 2016, she rounded all 42 Lake District peaks twice in a time of 45hrs 30mins, taking more than an hour off Roger Baumeister's previous best from 1979.

In 2018, Nicky became the first person to complete a Double Ramsay Round in the Scottish mountains. Twice summittting each of the 24 peaks (23 of which are classed as Munros – Scottish mountains over 3,000ft), running over 116 miles and ascending over 28,500ft in 55hrs 56mins.

Nicky hopes that her achievements will inspire others to get outside and challenge themselves.

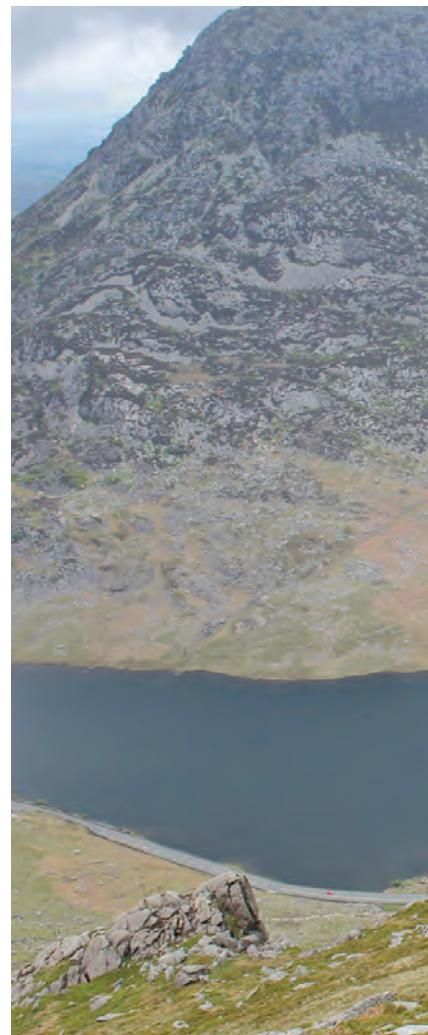
She added: "I'm not a superhuman, natural athlete. I started late in my thirties and have worked hard at training but also at managing myself. I'm not a full-time athlete who can train whenever I like. I have a full-time job and enjoy a beer. I hope that runners, and especially women, can see that it is possible to have a normal life and achieve what you think you can only ever dream about."

Nicky recovered from breast cancer in 2006 and uses her running challenges to help raise money for cancer charity Odyssey. She has raised over £19,000 and was rewarded for her services to

CREDIT: WWW.INOV-8.COM/SUMMIT FEVER MEDIA



NICKY WITH RACE ORGANISER 'LAZ' AT THE END OF LAP ONE



sport and charity with the British Empire Medal in the Queen's Birthday Honours.

Nicky has worn inov-8 shoes for all three of her Double Rounds, wearing the brand's pioneering graphene grip trail running shoes for her Double Paddy Buckley Round, switching between the super grippy Mudclaw G 260 and the cushioned TerraUltra G 260 shoes for the epic challenge.

LAST WOMAN STANDING

But that wasn't the only feat that she took on last year, Nicky also took part in the Barkley Marathons 2019 in the USA – a race which no-one finished for a second successive year. Only 15 runners have completed the full 100 plus miles since it was first staged in 1986.

She was the last woman standing alongside fellow participant Stephanie Case in the 100-mile mountain event, widely-regarded

as the world's toughest ultra-marathon.

Nicky's feat has now been immortalised in inov-8's film Last Women Standing: The Barkley Marathons 2019.

The film, shot by Summit Fever Media, can be seen at www.inov-8.com/last-women-standing

Spinks and Case completed the first 20-mile lap together, before dropping out partway through lap two amid plummeting

temperatures and appalling weather conditions.

Only 15 runners – all men – have finished the full five laps of the notorious Barkley Marathons inside the 60-hour time limit since its inception. Last year saw five male runners complete three



The Double Bob Graham came about because I wanted something special to celebrate surviving ten years of cancer.



Even coming back down the valley, away from the higher ground, we were still struggling with the cold. I don't think I've ever felt that cold.



laps, but none achieved four, let alone five.

The race, made famous by a 2014 Netflix documentary, saw 40 selected runners self-navigate their way around an unmarked course, tearing pages from hidden books as they went, and returning them to the enigmatic event organiser.

Staged in Frozen Head State Park, Tennessee, USA, each lap included around 10,000ft of brutally-steep, obstacle-laden, muddy mountain ascent through thick woodland.

Nicky said: "The Barkley Marathons was extremely tough, in many ways. The first lap was run in really hot conditions, too hot for my liking, and then the second lap was the opposite, unbelievably cold with lots of rain."

"I ran with Stephanie, who is a Barkley veteran, and she was brilliant in helping me learn about the unique elements of the race. Lap one took us about 11-and-a-half hours, which was longer than I had hoped, but the temperatures, the difficult terrain and the time spent trying to find the well-hidden books all played a part."

"Together with male runners called Micheal Panhuysen and Billy Reed, we all had a quick turnaround

with our support crews, and then set out as a foursome on lap number two in the dark. The weather forecast didn't really detail just how cold it was going to be in the mountains and none of us had extreme winter kit in our race packs. It turned out to be incredibly cold and wet which, together with the darkness and fog, made for slow-going.

"When we realised we had no chance of completing lap two inside the time limit, we took an escape route back down a valley to the camp. At this point there were three of us, as Michael was behind, having decided to go slower. I'm not one to give up on anything, but I'm glad we made the decision we did. It was the right decision. Even coming back down the valley, away from the higher ground, we were still struggling with the cold. I don't think I've ever felt that cold."

"We returned to camp in the early hours, though I'm not sure when exactly as the watches Laz (race organiser Gary 'Laz Lake' Cantrell) made us all wear didn't tell the proper time!"

"I think that to complete the full five laps is, well... I can see now why only 15 people have done that in 33 years. Laz makes the

race harder and harder, changes the course so even the Barkley veterans don't know where the books are, and last year I think he added in even more uphill climbs! That's all part of what makes Barkley Marathons the race it is."

Asked if she'd like to return and give the race another shot, Nicky, who wore inov-8's Mudclaw G 260 shoes with the world's toughest graphene-grip, added: "I do think that to finish Barkley Marathons, you need to go back a second or third time to do so. I talked to Stephanie about this as we hiked back to camp in the cold and I said I was unsure about returning. She said words to the effect of 'see you next year!'"

FACTS PANEL

The Barkley course was designed by Gary "Lazarus Lake" Cantrell. The race was inspired by the 1977 escape of James Earl Ray, the assassin of Martin Luther King Jr, from nearby Brushy Mountain State Penitentiary. Ray covered only eight miles after running 55 hours in the woods. Cantrell thought he could do at least 100 miles and the Barkley Marathons was born. Cantrell named the race for his long-time neighbour and running companion, Barry Barkley. It was first run in 1986.



UP AND RUNNING AFTER AN INJURY: IT'S ALL ABOUT NUTRIENTS

Amy Hodgetts asks Frankie Brogan, Senior Nutritionist at nutritional healthcare experts Pharma Nord, about the benefits of taking nutrients in injury recovery

It's difficult to avoid injury in any sport, and that includes running. Obviously running takes many different forms, whether it's track, cross-country, or some other terrain. When it comes to this sport it really is you against the world around you, whether that's the ground under your feet or the weather conditions. But, one way for runners to help safeguard against lasting injuries is to consider intake of nutrients.

OMEGA 3

Omega 3 is found in oily fish like mackerel and sardines. This essential fatty acid helps to protect against inflammation which plays a part in many injuries and can also slow recovery. It also has an



important role in the body's energy supply process and has been used to increase resistance to fatigue in athletes. Omega 3 also helps to keep joints and tissues well lubricated, which can prevent injury, as well as supporting a healthy immune system.

Athletes are advised to intake a high-quality fish oil such as Bio-Fish Oil every day. The omega 3 is derived from the flesh of the fish which is a superior source than oil from the liver.

HYDRATION

Water is vital for everyone, regardless of being an athlete or not! Sometimes we forget to stay hydrated and this can leave us lacking energy. Water is an important medium to



transport nutrients around our bodies and also where metabolic reactions essential for our bodies to function take place. If joints or tissues are dehydrated, they are more susceptible to tears and injury. Fluid requirements change depending on factors such as physical activity and age, but as a general rule we must consume a minimum of one litre of water from food and drink per day, with two litres being optimal.

CALCIUM AND VITAMINS

Athletes ought to consider their bones just as much as their muscles. The human skeleton consists of 206 bones, with over 200 individual joints connecting them. Physical activity can place enormous stress on our joints and bones and so it's important to consider the nutrients that can strengthen them, particularly as we age.

Magnesium works together with calcium so it is important to achieve the right balance of these minerals.

Magnesium is crucial for bone health. Magnesium works together with calcium so it is important to achieve the right balance of these minerals. Foods to add to your diet include beans, nuts and whole grains such as brown rice and whole wheat bread. If choosing a supplement to top up your levels, choose one with the hydroxide acetate and carbonate forms of magnesium as they can be best absorbed by your

body. The recommended daily allowance (RDA) is 400mg/day.

Vitamin D3 can also be beneficial for bone health as vitamin D is needed to ensure the absorption of calcium. Up to 50 per cent of adults in the UK are thought to be deficient in vitamin D3, which is also known as the 'sunshine vitamin', due to our limited exposure to sunlight.

Vitamin K2 works in harmony with calcium and vitamin D3. As D3 helps calcium absorb into the blood, K2 helps ensure calcium enters the bone by activating the protein osteocalcin, used by bone building cells.

For joint health, look into MSM and silica intake. MSM is a naturally occurring sulphur which can be found in foods such as fresh fruit, vegetables and meat. Silica is found in plant derived foods like unrefined cereals and rice. Both have an important role in the forming of bone and joint tissues and bone mineralisation, but they are readily lost from foods during

food processing. Taking an MSM and silica supplement can help to reduce any joint pain and increase joint mobility too.

muscle care

Taking part in sports helps to strengthen muscle tissue. Taking part in a triathlon has the added benefit of working different muscle groups but this can result in soreness and fatigue. So, how can we protect our muscles from fatigue and ensure we have enough energy?

Our cells need coenzyme Q10 in order to produce energy. Some can be found in food, but most is produced within our bodies. The challenge is our natural Q10 levels decline from our mid-twenties, which can leave us and our muscles feeling tired and weak, increasing our chances of injury. Pharma Nord was the first company to introduce Q10 supplements to Europe more than 30 years ago, so if you're in need of a top up you could try Bio-Quinone Q10.

The best way to get these nutrients is to have a healthy, balanced diet with plenty of fruit and vegetables though some nutrients such as K2, D3 and Q10 are difficult to get from the diet. Some nutrients, for example magnesium, are depleted by intense physical exercise and so it's important to think about what you may be deficient in, and to take supplements to overcome this.



FIVE REASONS YOU SHOULD ALWAYS RUN ON AN INCLINE

It doesn't have to be an uphill struggle - Mani Johal, Director of Fight City Gym, explains why

Even at the best of times, the idea of running can seem like a bit of a chore, especially if you're tasked with running on a gradient.

But while the idea may not be the most appealing, it actually has several untold benefits on the body which can accelerate your results and make working out easier!

London-based Fight City Gym offers gym-goers of all ages, backgrounds and experience an enjoyable way of fighting fat and building stamina through their range of unique training programs. Mani Johal, Director of Fight City Gym, reveals the five reasons why running on an incline is better.

1 YOU BECOME STRONGER

When compared to flat running, going uphill changes the behaviour of muscle engagement. Running uphill requires a completely different posture; leant forward, bent knees, contract hips and using muscles on the back of your legs. It's an unusual position to be in and requires a lot of strength to sustain. Hence, running uphill makes you stronger.



2**YOU BECOME FASTER**

The development of these muscles in the legs will not only make them stronger, but it will also make you faster. When it comes to developing speed and muscle power, there's nothing better than uphill running. If you're looking to develop your explosive power, try high-speed interval sprints on an incline. You'll be taking over those park runners in no time at all!

3**YOU BURN MORE CALORIES**

Given the amount of effort it takes to run on an incline, it's unsurprising to learn that it burns far more calories than flat surface running. Research suggests that for every one per cent incline grade added to the incline, ten more calories will be burnt per mile.

If you're looking to shed a few pounds, incline running may be the best solution.

Research suggests that for every one per cent incline grade added to the incline, ten more calories will be burnt per mile.

4 REDUCED INJURY RISK

Increasing the treadmill's incline increases the intensity level without increasing stress on the body's joints. According to research by the Journal of Sports Science and Medicine, increasing treadmill incline by three per cent reduces the impact that the legs must absorb by about 24 per cent. If you are struggling with a sports injury, incline running can aid recovery and prevent further inflammation.

5 DECREASES WORKOUT TIME

In today's busy world, it can be tough to find the time and commitment for a workout. However, if you're working out on an incline, you are getting two times the benefits that flat surface running has and, therefore, it's possible to trim down your workout time significantly. Time is a valuable thing in today's society, so make the most of yours.





ALL ABOUT RUNNING

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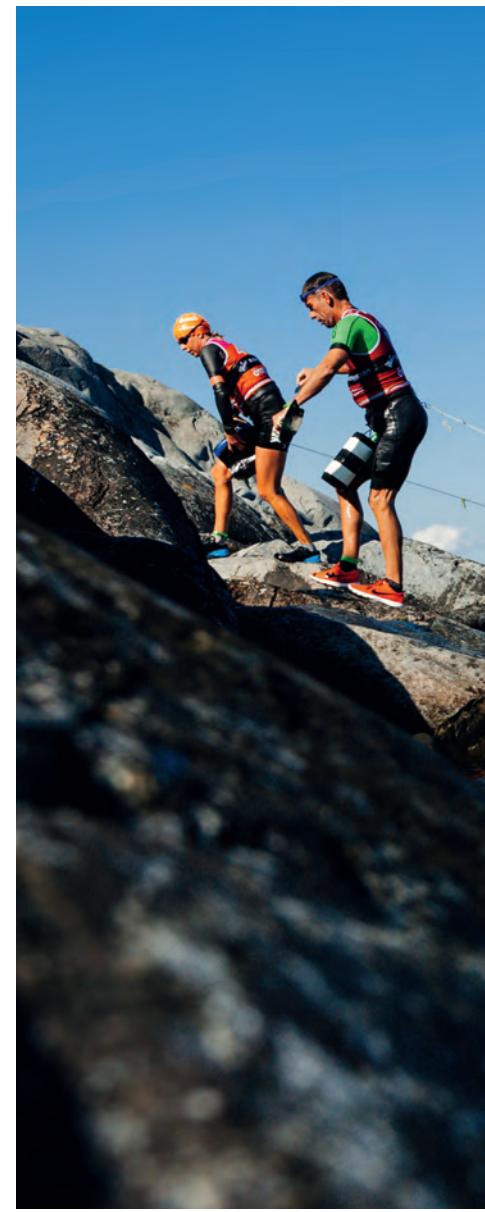
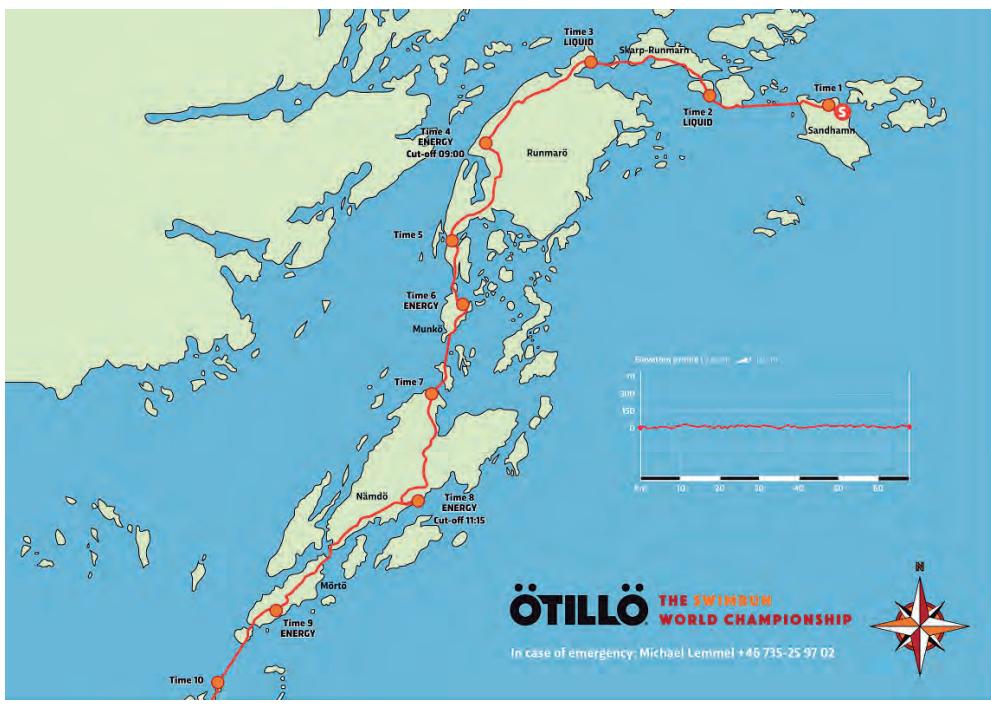
SYNERGY

IN SWEDEN

Helen Wikmar and Emma Wanberg talk to Mark Hayhurst about the gruelling Ötillö World Championship



PHOTOS BY PIERRE MANGEZ, JAKOB EDHOLM, EMMA WANBERG AND HELEN WIKMAR.



It may only involve two out of the three sports that make up a triathlon, but that certainly doesn't make a Swimrun any easier - and having both completed several triathlons and a couple of Ironman races, Helen Wikmar and Emma Wanberg can certainly testify to that. We spoke to Helen and Emma about their story, "Synergy in Sweden", to hear more about their experiences in the toughest Swimrun around: The Ötillö World Championship.

HELEN

Ötillö is the original Swimrun movement. Competitors swim and run from island to island (Ö till Ö in Swedish), over a route that stretches across Stockholm's archipelago. In total, it's ten kilometres of open-water swimming and 65 kilometres of trail running. But unlike other marathons, triathlons or Ironman races, Ötillö has one key difference – you must compete as a pair, tethered together by a rope.

The reason I pursued the sport is that each race and training session differs. They're different to Ironman races or triathlons which are more of a struggle – Swimruns are more of an adventure! When you're competing as a team as well, the race becomes a shared experience instead of just another race.

Emma and I met during a crawl course in Gothenburg and it turned out we actually lived one kilometre from each other! Emma's teamie became injured and then so did mine, so we ended up training together to qualify for Ötillö and became teamies.

EMMA

From the first time we met, the communication between Helen and me was very honest and straightforward. That's one of our biggest advantages as a team, it makes us take fast decisions and balance the other one out. When you're racing for up to ten hours, you have to know what you want and understand your teammate with minimal communication.

HELEN

I agree. You have to listen to each other and be humble about the fact that anything can happen in a race. You don't have the same control as in an individual sport. You go through your inevitable lows in a race but have to continue to push as much as you can because you can't let your teamie down. You don't have that

❶ Helen Wikmar and Emma Wanberg (above) celebrate finishing the Ötillö World Championship inside the top ten after navigating a route that stretched across Stockholm's archipelago.

pressure in an individual sport.

The partnership was put to the test pretty early on, as well. We'd just qualified for the Championship when I suffered a hip injury. I was pretty sure I wouldn't be able to participate in the race and contacted a lot of people to see if they were interested in taking my spot. But Emma was super supportive and convinced me that we should do it together. At the starting line, I vowed to Emma that I would do my best for her but I was anxious that I would let her down.

EMMA

Before the race, I was a little worried that Helen might be a bit overexcited and would go too fast! She was like a panther, jumping from stone to stone, over trees and through the mud. She was the embodiment of determination, she wanted to own the race. And she did. Being the more experienced swimrunner, we both thought that I would lead the race. But the opposite was

You go through your inevitable lows in a race but have to continue to push as much as you can because you can't let your teamie down.



true. She had so much energy while I had to focus on keeping a steady eye on the road, just to keep up.

HELEN

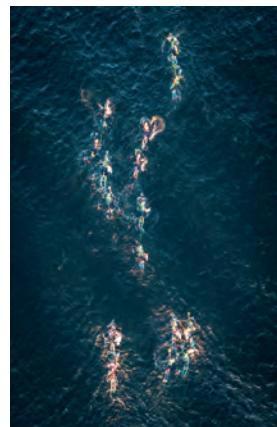
The first 20 minutes of a race is always really hard. But after that, you sort of land in all the adrenalin and that's when the race really starts for me. I also find that getting to the point where you start to see your family and friends really helps. To me, the sight of people I know provides a better boost than any energy gels. But as we kept running, Emma started to get a bad pain in her knee.

Her injury resulted in my first mental dip of the day and I really thought about giving up. But Emma showed no sign of giving up. With over five hours to go, she fought. And so I had to step up my game. I took inspiration from her fortitude.

And that is why I love competing in a pair: for me, it's only positive. When I have a dip, my teamie can help me up from the lows. She can pull me, push me, encourage me – and remind me to eat! When I compete in triathlons by myself, if negative thoughts begin to enter my head, it's often difficult to find my way out again. But it's different when you're competing as a pair.

EMMA

After the last swim section, I took the lead, having found a new release of power in my legs. I could tell Helen was struggling now, so I pushed her to keep up the pace for the last few kilometres – and we had to end with a steep uphill trail of around 400 metres. We had to keep going. We pushed each other to the limit.



HELEN

After nearly eight hours, everything was hurting. A lot. I shouted to Emma it was no longer fun! But the rope tying us together helped us. It was a physical reminder that this race is not about one mind or body. Being connected to Emma makes me feel stronger. Emma was counting down all the way until the end. “1,600 metres left, 1,400 metres left, 1,200, 1,000, 800...” I squeezed the last bit of energy out and we crossed the finish line in ten hours, three minutes and 30 seconds. We had finished in the top ten.

The whole experience showed me that we are a great team. I'm a bit more confident in my swimrunning capabilities now and we complement each other very well. Competing in the Ötillö races has been one of the best experiences of my life – and I think Emma would say the same. It really is an amazing experience.

But we're definitely planning to race together again in the future. Our minds are flexible and tough. And together, we are strong.

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