



**Hobart Run The Bridge
Media Release
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Major City Fun Run Arrives In Tasmania

On 7 February 2010 the cities of Clarence and Hobart will play host to the birth of a truly iconic event. The first ever Hobart Run the Bridge, a 10km fun run, will take in some of the cities most iconic areas with the run commencing at Bellerive Oval and winding its way through the streets of Clarence, across the Tasman Bridge, finishing in Salamanca right in the heart of Hobart city.

In only the second time in its history, the Tasman Bridge will be open for runners and walkers to make their way across the iconic structure as they head toward the finish of their 10 kilometre journey. Other iconic areas that will be navigated by the anticipated 3500 athletes include Bellerive Village, Kangaroo Point, The Cenotaph, Sullivans Cove and Watermans Dock.

The Premier David Bartlett said the Run The Bridge event has the potential to capture the imagination of everyone from social runners to seasoned professionals.

"This exciting new event is a welcome addition to the Tasmanian running calendar", Premier Bartlett said.

"Its proposed route, which includes the Tasman Bridge, Sullivans Cove and Salamanca, will showcase many of the areas that make Hobart the most picturesque capital city in Australia."

Developed by Tasmanian events company t3 Events this is the birth of what will be a truly iconic event with international appeal. Event Director Kerry Stubbs was over the moon at seeing his idea become a reality:

"I have always wanted Hobart to have a city fun run in the same manner as the Sydney and Perth City To Surf events. Running across the Tasman Bridge was always the centerpiece of my idea and to be quite honest I didn't think I would see it in my lifetime. To the credit of Clarence City Council, Hobart City Council and the Tasmanian Police as well as our other event stakeholder this 'pie in the sky' idea is now a reality. Our plans are to grow this into an international standard event that will benefit all sections of our community. More importantly

we hope to see as many Tasmanians out on the road getting fit and healthy and having a great day out."

Event Ambassador, Commonwealth Bronze Medalist and 2008 Beijing Olympian Donna MacFarlane saw the event as great opportunity for all runners and walkers:

"I love our city of Hobart; it's a great place to live and be active. The Tasman Bridge is one of Hobart's main landmarks. It's going to be a spectacular experience, seeing the city from a different viewpoint. I've only ever crossed the bridge in my car. It will be a privilege to run across, safe from the usual traffic. I'm proud to be associated with this event that will showcase some of Hobart's best icons."

The 2010 Hobart Run The Bridge event will focus on attracting all sections of the local community, including runners, walkers and people of all ages and fitness levels. It is believed that an iconic event such as this can improve the overall wellbeing of the local community. An integral part in using this event to aid the community is the introduction of Variety Tasmania as the official event charity. Every athlete will be able to create their own fundraising page to raise much needed funds for Variety the Children's Charity and our local children. Robyn Martin, Manager of Marketing and Events at Variety Tasmania was very excited about the prospect that every step an athlete takes along the 10km course will go toward helping Tasmania's sick children:

"Variety is delighted to be partnering with t3 Events and the 2010 Hobart Run the Bridge. What an iconic event that will not only be fabulous for the State's tourism, but will also hopefully generate significant income which will enable Variety to continue enriching lives and inspiring hope for Tasmania's children in need".

Entries will open for the inaugural Hobart Run The Bridge on Tuesday 12 May 2009 at www.hobartrunthebridge.com.au.

For all media and public relations enquiries please contact Brett James at brett@t3events.com.au or 0433096658

Hobart Run The Bridge Facts

- Is a 10km Fun Run/Walk that will travel through 8 iconic Hobart landmarks or areas:
 1. Bellerive Oval and Village
 2. Kangaroo Point
 3. The Tasman Bridge
 4. The Cenotaph
 5. Sullivans Cove
 6. Watermans Dock
 7. Salamanca
- Will become Hobart's Premier Fun Run
- Event Ambassador is Commonwealth Bronze Medalist and 2008 Beijing Olympic Representative Donna McFarlane
- Is only the second time in history that the Tasman Bridge will be closed for a social event
- Is a lifestyle sport – it exudes vitality, originality, old age charm and charisma
- Caters to male and females from all ages and backgrounds
- Is achievable for everyone
- Is a Challenge
- Will market to Tasmanians, interstate and international athletes
- Showcases Hobart's iconic landmarks and areas