



## 1 WHAT IS THE MUSIC RUN™?

---

The Music Run™ is the ultimate 5k running and music festival. The Music Run™ empowers participants to control the soundtrack of the run by voting for their favorite songs in the build up to the event. Voting is via a 'Music Voting App' created in conjunction with digital music partner, Spotify. The songs with the most votes make the official run playlist.

On event day, runners experience the world's loudest 5K running course, known as 'The Sound Track'. Over 120 speakers pump out the most popular songs voted by participants across 5 interactive and music themed zones – rock, pop, old school, hip hop and dance.

The run ends with the ultimate after-run music festival, which includes world class DJs, live bands, dancers, laser lights, LED screens, chill out zones, giveaways and plenty more.

## 2 WHO IS BEHIND THE MUSIC RUN™?

---

Fresh Events Global is the brainchild behind, and global rights holder of, The Music Run™. Silverback Enterprises will host events in North America with current partners Lagardere Sports & Entertainment running events in Europe, World Sport running events in South Africa and the United Arab Emirates, Exceed Sports & Entertainment running events in Asia and Baseline Ventures running events in India.

## 3 HOW DID THE MUSIC RUN™ GET STARTED?

---

Music and running have always gone hand in hand in a way that allows fitness gurus and casual runners alike to put their headphones in, press play, and enjoy running to the rhythm of the beat. Although some enjoy this solo approach, Fresh Events Global identified that many people also wanted to share the experience – they wanted to be able to run to the same beat at the same time with their friends.

This insight, together with the global growth in fun and engaging mass participation running events, highlighted an opportunity to combine music and running to create a new experience that people of all ages and fitness levels could share en masse. The Music Run™ was born.

Fresh Events also wanted to create a truly collaborative and interactive experience by building a community of Music Runners who are at the heart of the event experience. Fans are invited to listen, vote and share the songs they want to listen to during the run. The most popular songs make it onto the final playlists played out across the five kilometres and five music zones.

# MEDIA | FAQ

## 4 WHERE IS THE MUSIC RUN™ HAPPENING?

By the end of 2015 the event will be experienced by more than 100,000 participants across 12 events and 9 countries from Singapore to Hamburg. 2016 will see further global expansion with events planned across the USA, Canada, UK, Germany, Sweden, France, South Africa, UAE, Singapore, Hong Kong, India, Taiwan, China, Thailand, Malaysia, Philippines, Indonesia and Myanmar.

## 5 HOW CAN I GET INVOLVED?

Simple. Just head to [www.themusicrun.com](http://www.themusicrun.com), select the event you're interested in and click 'REGISTER'. If open for registration you will be re-directed to the event registration site to input personal details and payment. A confirmation email and receipt will be emailed once registration is successful.

## CONTACT US | FRESH EVENTS GLOBAL

**TIM JOHNSTON**  
MARKETING DIRECTOR

.....  
[tim@themusicrun.com](mailto:tim@themusicrun.com)  
+64 22 169 3625

**SAM MIDDLEHURST**

.....  
COMMERCIAL DIRECTOR  
[sam@themusicrun.com](mailto:sam@themusicrun.com)  
+60 17 323 2438

[www.fresheventsglobal.com](http://www.fresheventsglobal.com)