



MEDIA RELEASE

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Santa Run set to paint the park red

Thousands of aspiring Santas will charge their way around Albert Park Lake later this year as part of the inaugural Variety Santa Fun Run.

Sponsored by online adventure experience company Adrenalin, this festive event will get the red hearts racing and is anticipated to raise \$250,000 for children with special needs.

Participants can choose to run or walk 5km in a full Santa suit or 10km in a Santa bib.

Variety Victoria CEO Norm Hutton said the objective of the Santa Fun Run was to create a community-based event that engaged both young and old.

“The Santa Fun Run is a family-friendly event that promotes a healthy lifestyle and encourages the participation from everyone, including children with special needs,” Mr Hutton said.

“As one of the many fundraising events Variety coordinates each year, it’s hoped the Santa Fun Run will become a highlight on many people’s social calendars in the lead-up to Christmas.”

Although Variety has never conducted a Santa Fun Run in Australia, similar events have been conducted all around the world – from the UK to the US and Portugal, the latter holding the world record for the largest Santa Fun Run with 14,000 participants!

Participants can register for the Santa Fun Run at www.varietysantafunrun.com.au

Further information:

Variety, the children’s charity – (03) 8698 3900 or visit: www.varietylvic.org.au

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