

Vitality London 10,000 fact sheet

ABOUT THE VITALITY LONDON 10,000

Background

The Vitality London 10,000 is the capital's most inspiring 10K. In 2019, the Vitality London 10,000 sold out for the first time in its 11-year history, with more than 19,000 people starting on The Mall and finishing in front of Buckingham Palace.

However, in 2020, the pandemic meant we couldn't stage the event in its usual format, so we instead created the first virtual Vitality London 10,000, which saw nearly 11,000 participants run 10K at the place that worked for them. This virtual event was such a success that we held it again in 2021 alongside the in-person Vitality London 10,000 at Hatfield Park in Hertfordshire, which replaced the central London course for one year only.

For 2022, we're delighted that the Vitality London 10,000 will return to its central London home. We're also offering another virtual edition of the event, once again giving participants two ways to run.

Central London event

Taking place on Bank Holiday Monday 2 May, the 2022 Vitality London 10,000 will guide runners through many of the capital's most famous landmarks, including St Paul's Cathedral and the Houses of Parliament, so there's plenty to keep them occupied along the way.

Entry for the central London event costs £39 (with a £2 reduction for members of UKA-affiliated running clubs), which includes a Vitality London 10,000 finisher's medal and souvenir New Balance technical T-shirt (RRP £35).

If the event doesn't take place for any reason, we guarantee that we'll offer participants a full refund of the entry fee they've paid.

Virtual event

Ideal for people who can't make it to London, the virtual Vitality London 10,000 will give participants the chance to take on 10K anywhere, at a time that suits them, between Saturday 30 April and Sunday 8 May 2022.

Virtual participants will receive their bib number in advance of the virtual event, so they can look and feel the part when they run – plus, they'll be rewarded for their efforts with the same finisher's medal and New Balance technical T-shirt that the mass event participants receive.

Celebrate You campaign

Originally launched in 2019 as a way of encouraging women to celebrate body positivity, the Celebrate You campaign has since shifted its focus towards celebrating and promoting the physical and mental health benefits of being active.

Celebrate You gives participants the chance to run for their heads and their hearts no matter who or where they are. While the campaign encompasses both the central London and virtual events, those who enter the London event can opt to run with friends and family in our Celebrate You wave. The last wave of the day, it's all about enjoying being active with others, so there's no pressure on Celebrate You participants to achieve a fast time!

Run Happy & Healthy Plan

We've always provided participants, especially first-time or novice runners, with plenty of advice and encouragement to help them achieve their Vitality London 10,000 goals – and our step-by-step Run Happy & Healthy Plan is at the very heart of this.

Each week of the plan has simple suggestions on how to boost self-motivation, beat boredom and mark successes big and small, helping those training for the Vitality London 10,000 to feel better both in body and in mind.

We've updated the plan for 2022 with even more ideas and inspiration – and you can download it [here](#).

Spread the word

We'll be encouraging participants to use the Vitality London 10,000 as an opportunity to raise much-needed funds for charity.

If you have any participants who are doing something fun or extraordinary for the event, please do contact us at charities@londonmarathonevents.co.uk, as we'd love to shout about their efforts.

Don't forget to use #London10000 and #CelebrateYou when posting about the Vitality London 10,000 on social channels, too!

