



## **Kenny's Open 2009 Urbanite Run Mechanics**

Calling all Manila urbanites! Come join the **Kenny's Open 2009 Urbanite Run**, a one-of-a-kind night run that will not only raise funds for Hands On Manila Foundation but promote deliciously healthy eating too!

### **EVENT DETAILS:**

1. The Kenny's Open 2009 Urbanite Run will be held on August 15, 2009 (Saturday) at The Fort. Official call time will be at 8:00pm.
2. The run will accommodate a total of 3,000 runners, 18 YO and above, with divisions of 5, 10, and 15 kilometer distances.

### **HOW TO JOIN:**

1. Purchase the Urbanite Run Ticket
  - a. To join the Kenny's Open 2009 Urbanite Run, interested participants must purchase an Urbanite Run Ticket for P600 at any Kenny Roger's Roasters branch or the new Kenny's Roast and Grill restaurant at the Powerplant.
  - b. Interested participants may also purchase the Urbanite Run ticket through the web or on their mobile phones by visiting [www.kennys.com.ph](http://www.kennys.com.ph). An electronic claim voucher will be issued to registrants to claim their Urbanite Run Ticket at any Kenny Roger's Roasters branch or the new Kenny's Roast and Grill restaurant at the Powerplant.

Urbanite Run Tickets will entitle participants to:

- a. Eat: Bearers are entitled to an Urbanite meal from Kenny Rogers. Simply present the Urbanite Run Ticket at any Kenny Rogers branch to claim the Urbanite meal. Redemption period from July 15 to Aug. 15, 2009.
- b. Run: The Urbanite Run Ticket will serve as the runner's registration voucher, to be attached to their registration form, if they register manually. See below for registration details.
- c. Donate: Serve as runner's donation to Hands On Manila Foundation. On the day of the run, bearers are to drop the "Donate" portion of their Urbanite Run Tickets at the designated box on-site.

2. Register for the Run

Registration will be from July 15 to August 11, 2009.

Participants may register online or through designated registration sites. For other details, please contact Vince Mendoza at (632) 7031736.

- a. Online Registration Process
  - a. Interested participants are to log on to [www.kennys.com.ph](http://www.kennys.com.ph), click on the "Events" tab, follow the Urbanite Race link, and register their details online.
  - b. Once registered, participants must submit their details and settle payment via credit card/ GCash or ATM.
  - c. An electronic claim voucher will be issued to registrants to claim their Urbanite Run Ticket at any Kenny Roger's Roasters branch or the new Kenny's Roast and Grill restaurant at the Powerplant.
  - d. Participants may also choose to have their race kits delivered at a minimal cost. Delivery address to be indicated in the online registration form.
  - e. Confirmation email will be sent to the participant's email within 24 hours upon online payment.

- b. Registration thru designated registration sites.
  - a. Interested participants must go to the available Finishline Registration booths at the four (4) pre-identified marathons:
    - i. 2<sup>nd</sup> GIG Run, UP Diliman
    - ii. Milo Manila Elimination, Luneta Grandstand
    - iii. Robinson’s Fit & Fun Wellness Buddy Ru, NBC Tent
    - iv. Globe Run For Home on July 19 at The Global City, Fort Bonifacio, Taguig City
  - b. Interested participants may also register their details at Nike Park and Runnr and claim race materials on-site.
  - c. Manual registration will also be available to last-minute participants on the night of the run – within 1hr before call time.

**EVENT DAY:**

1. Call time

On the night of the run, participants must arrive at 8:00 pm. Assembly and gun start times of each division are as follows:

Distance	Assembly	Gun Start
5K	TBD	8:30PM (TBC)
10k	TBD	8:45PM (TBC)
15k	TBD	9:00PM (TBC)

2. Prizes

- a. The following cash prizes will be awarded to first, second, and third place finishers of each division, to be awarded after the run finishes.

Distance	5 Kilometers		10 Kilometers		15 Kilometers	
	Male	Female	Male	Female	Male	Female
1 <sup>st</sup> Place	Php 5,000	Php 5,000	Php 5,000	Php 5,000	Php 5,000	Php 5,000
2 <sup>nd</sup> Place	Php 3,000	Php 3,000	Php 3,000	Php 3,000	Php 3,000	Php 3,000
3 <sup>rd</sup> Place	Php 2,000	Php 2,000	Php 2,000	Php 2,000	Php 2,000	Php 2,000

- b. Employees of Roasters Group Inc., Bates141 Philippines, Zenith Optimedia including their relatives up to the second degree of consanguinity or affinity are disqualified from winning the cash prizes.

3. Event Activities

At the end of the run, participants will be invited to relax to a concert of Tribo Manila and purchase their Urbanite dinners at discount.

4. Security Measures

- a. Stationary marshals at different points along the run route, approximately 100-150 meters apart or at strategic areas.
- b. Roving marshals in motorcycles to tail and keep runners in line.
- c. Police marshals and traffic enforcer group will direct traffic and to ensure runners will not be approached by onlookers.
- d. Roving police escorts as added security measure.
- e. Perimeter barricading at the start/finish line to keep runners assembled properly.
- f. Roving security designated at the parking area.

5. Safety Measures

- a. Runners to wear illuminated bib numbers and glow bracelets for easy tracking.
- b. The marathon route will also contain "reflectorized" cones and signages to ensure the clarity of the track
- c. Perimeter lighting will be placed around the run route every 50 meters or so.
- d. In case of emergency, two (2) ambulances will be on standby with a dedicated first aid station at the event grounds.
- e. All runners are entitled to insurance coverage worth Php 100,000.00 with Php 10,000.00 medical reimbursement.