



RUN FOR THOSE WHO CAN'T

A HISTORIC GLOBAL RACE



A GLOBAL EVENT

On May 4, 2014, at precisely 3 AM PST/6 AM EST, more than 100,000 runners on six continents and in more than 30 countries will simultaneously surge across the starting line of one of the largest running events ever staged.



A UNIVERSAL CAUSE

The goal of the Wings for Life World Run is to run for those who can't and find a cure for paralyzing spinal cord injuries.

100% of the entry fee goes to spinal cord research.



A GROUNDBREAKING FORMAT

- There is no traditional finish line.
- There is no set distance to run or a set time to beat.
- You are participating with and against runners racing in more than 30 countries around the world - simultaneously.
- There is a finish line that pursues you - THE CATCHER CAR.

HOW THE WORLD RUN WORKS

START



Runners will be trying to get as far as they can before the Catcher Car - leaving 30 mins after the runners' official start - begins its pursuit. Accelerating throughout the race, the Catcher Car is a finish line that pursues you!



HOW LONG WILL YOUR RACE LAST?

If you're jogging leisurely and enjoying the scenery, the pace car might catch you in an hour or so. If you're a world-class ultra-marathoner, you might be able to get in more than 75 kilometers before the car reaches you.

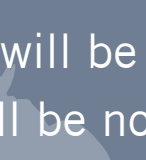


The race in each location goes on until the last man and woman are caught. And whoever is the last man and woman caught in the world will be crowned Global Champions of the Wings for Life World Run.

FINISH

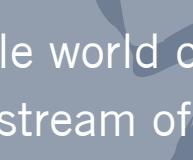


UP TO 38 WINGS FOR LIFE WORLD RUN EVENTS AROUND THE GLOBE WILL START AT PRECISELY THE SAME MOMENT.



That means it will be 4 AM in Denver, Colorado. It will be noon in Cape Town and 7 PM in South Korea.

The competition is worldwide, so you might be running in the morning in sunny Florida, but you're racing against someone in Taiwan watching the sun go down.



And the whole world can watch. There will be a livestream of the competition via www.wingsforlifeworldrun.com.

Friends and family can challenge each other from opposite sides of the world - and most importantly, run for those who can't.

HOW LONG CAN YOU OUTPACE THE CATCHER CAR?

If the race field for the Wings for Life World Run is like most running races in the U.S., the majority of runners will pace between 8 minutes 30 seconds and 10 minutes 30 seconds per mile. That means for most people, the World Run will last between 6.5 - 13 miles, or roughly 10 - 20 kilometers. Use this chart to find your race pace and see how long you'll be running.

5 MINUTES PER MILE	YOU WILL TRAVEL → 60 MILES	YOUR TIME 5:48
	You'll break the world record for 100 kilometers of 6:10.	
8^{.30} MINUTES PER MILE	YOU WILL TRAVEL → 13 MILES	YOUR TIME 1:52
	The median time for a half marathon is 2:01 for men and 2:19 for women.	
9^{.30} MINUTES PER MILE	YOU WILL TRAVEL → 10.5 MILES	YOUR TIME 1:37
	At this pace, you should have some company while running; 21% of a typical half-marathon field runs at this pace.	
12 MINUTES PER MILE	YOU WILL TRAVEL → 5.5 MILES	YOUR TIME 1:06
	Nice job! At this pace, a 150-pound person will burn about 563 calories for an hour. Feel free to celebrate afterward!	

USA LOCATIONS

SUNDAY, MAY 4, 2014



ALONG WITH SIMULTANEOUS RACES IN MORE THAN 30 COUNTRIES.

HOW YOU CAN PARTICIPATE

Do not miss this chance to be in the first worldwide race of its kind! Be a part of history. Challenge yourself to run for those who can't. Amateur or professional, devoted runner or casual stroller, it doesn't matter - all are welcome to participate in the Wings of Life World Run.

YOU HAVE UNTIL SUNDAY, APRIL 20 TO REGISTER FOR ONE OF THE RUNS VIA WWW.WINGSFORLIFEWORLDRUN.COM/REGISTRATION

