

The Color Run is back in Cape Town

The Color Run, the original powder race, is set to return to Cape Town on Saturday, 18 October, 2014. Known in more than 50 countries as a vibrant, family-friendly race, The Color Run celebrates health, happiness, individuality and unity. This year, The Color Run is powered by Vodacom and Color Runners will experience some new and exciting activations as they get together to create the happiest 5km on the planet.



Heart 104.9FM is the official media partner and will be out in full force. Tickets have recently been released online and Color Runners can pre-register for the 2014 event series. Entries are filling up fast so enter now at www.thecolorrun.co.za before the race sells out. Groups of four buddies or more receive a special discount and kids under 10 run free, provided they are accompanied by an adult.

Participants will receive their free race packs full of goodies to wear at the event, including a The Color Run T-shirt, headband, temporary tattoos and race number. A free packet of powder will be handed out at the finish line to kick off signature Color Blasts in the festival zone.

A scenic five-kilometre route

The fun will start at 9am at the Green Point Soccer Club with a scenic five-kilometre route along the Sea Point Promenade. The start will be staged in three-minute waves, to ensure that Color Runners have enough room to move along the route. The finish line is located close to the start, and Color Runners and their families are invited to enjoy music, local food, giveaways and some good clean fun in the festival zone afterwards.

Color Runners should arrive at the start wearing the white T-shirt and headbands provided in their race packs. Heart 104.9FM DJs will fire up the starting line with thumping tunes as the start gun triggers off the race and the festival of colour begins. In each colour zone, volunteers blast participants with clouds of brightly coloured powder. The race ends with a colour-throwing party where runners and spectators get to make the world a more vibrant place whilst dancing to their favourite music.

For regular updates, like the [Facebook page](#) or follow [@TheColorRunSA](#) on Twitter. Alternatively contact hello@thecolorrun.co.za, go to www.thecolorrun.co.za or stay tuned to Heart 104.9FM.

For more, visit: <https://www.bizcommunity.com>