



World Airline Road Race Festival London 2010

22nd to 25th September

Hosted by

The British Airways Athletics Club

Gold Sponsor



www.warriorlondon.com



The theme of the race "Run the Frog & Toad" celebrates the famous Cockney Rhyming Slang dialect of East London. This was a form of English used by east-end workers that their managers would not understand if overheard. Rhyming slang replaces words with a rhyming word, for examples "frog and toad" meaning "road". This dialect is no longer used other than in fun so you won't need to carry a dictionary. It is unlikely that anyone will *rabbit and pork* (talk) to you using the slang - unless you are in the rubber dub dub (pub).

The 29th World Airline Road Race Festival is from Wednesday 22nd to Saturday 25th September 2010. Over 1,000 airline employees and their families and friends will converge on London for the four-day festival of culture and entertainment focused on 5k and 10k races. Many will run just for the fun of it and others compete for individual and team trophies that will be presented at the Festival's Awards Party. The festival venue is The Royal Victoria Dock in East London. The race course is flat and traffic-free with the start and finish at the EXcel exhibition and conference centre. The main festival events are all nearby.

Details correct as at 12th June 2010
 Visit www.warriorlondon.com for full up-to-date details or email info@warriorlondon.com

Supporting companies and groups:

Dreamflight has been named as the festival charity. Dreamflight provides holidays of a lifetime for seriously ill and disabled children.



www.warriorlondon.com

Festival Schedule

Festival Signup

All participants must have signed up for the festival via the website prior to arrival. **There will be no walk-up registration.**

Wednesday 22nd:

- Registration and race pack pickup at the Festival Headquarters Hotel - the Hotel Novotel London ExCeL. Race pack includes Festival T Shirt and goody bag.
- The WARRtering Hole at the Novotel. A convenient place to meet up for a beer and a chat with old acquaintances and new friends.

Thursday 23rd:

- Registration and WARRtering Hole continue,
- The Meet & Greet at The Fox@ExCeL, An informal evening get together for all Airline WARRriors and their friends.

Friday 24th:

- Registration and WARRtering Hole continue,
- Team Captains' Meeting and Future WARR Meeting at the Novotel Festival Headquarters Hotel,
- The T Shirt Party
The popular pre-race event where teams wear shirts that have been specially designed for the event and swap with other Airline WARRriors, Also the first award of the week to the team whose event T Shirt is judged by independent judges to be the most appropriate for the Festival.

Race Day - Saturday September 25th:

- 10k Race
- 5k Race



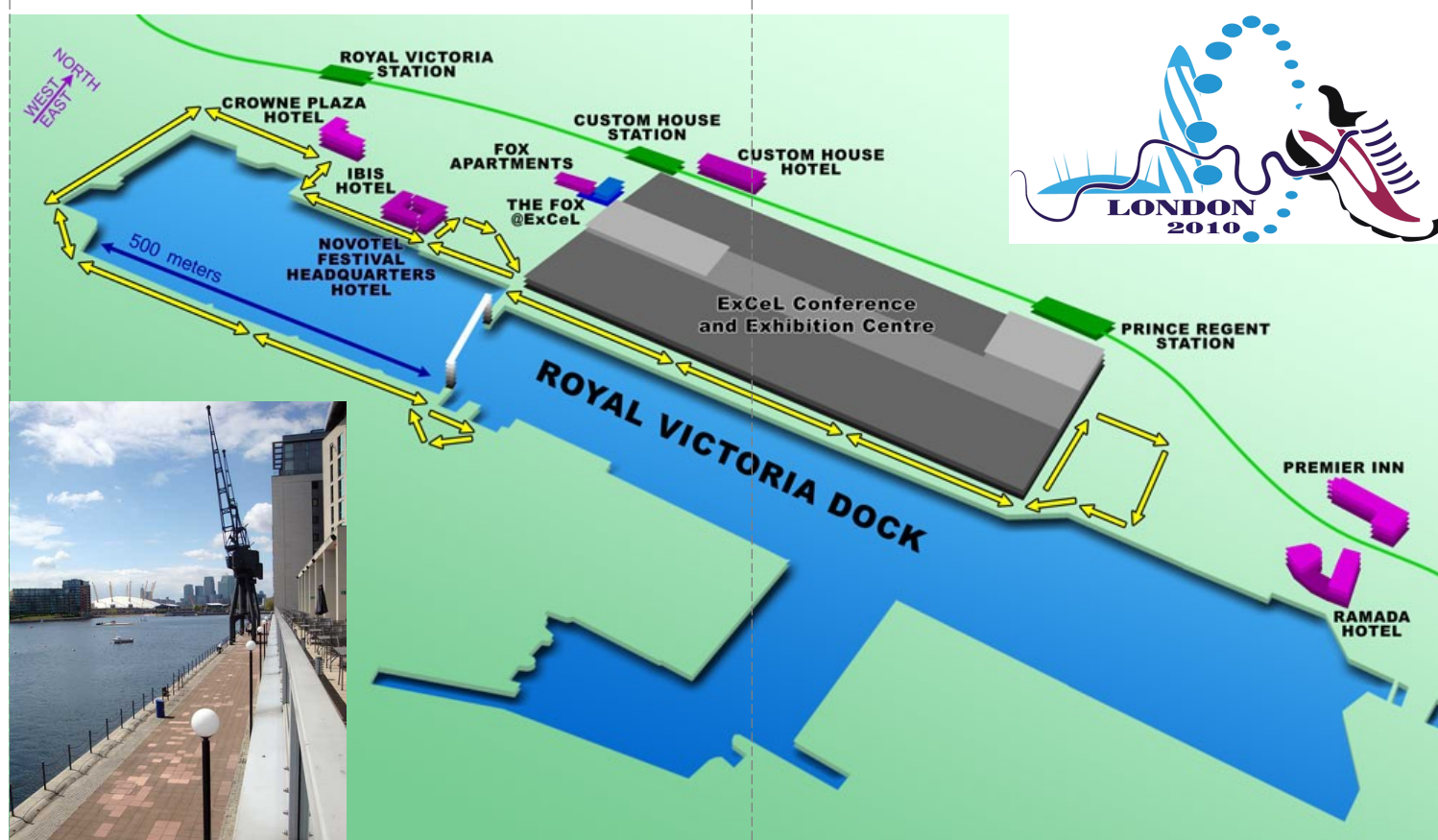
At ExCeL and around the Royal Victoria Dock. Airline WARRriors of all ages and ability run one or both races.

- Awards Party
Post race celebration with food, drink, individual and team awards, entertainment and partying.

Details correct 12th June 2010. See host website for full up-to-date details, fees and for festival signup.

Any questions email info@warrlondon.com.

WWW.WARRLONDON.COM



Royal Victoria Dock

Built in 1855 and named after the reigning monarch Queen Victoria this was the first London Dock designed specifically for large steam ships. Commercial activity ceased in 1980 and the dock has now been redeveloped for leisure activities and with the adjacent dockland used in part for ExCeL and in part for housing. As a race course the dockside is fast, flat and traffic free.

ExCeL Conference and Exhibition Centre

London's leading conference and exhibition centre. ExCeL dominates Royal Victoria Dock and on its campus are numerous hotels and restaurants and no fewer than three Docklands Light Railway stations that link in with the London Underground.

Novotel London ExCeL Hotel Festival Headquarters

The Novotel is a new generation 4 star hotel ideally placed on the race course and chosen to be the Festival Headquarters and the venue for Registration and other events. The Festival website has room reservation details and deals for this and other nearby hotels.

The Fox@ExCeL

A large traditional style London Pub built on three levels within an old dockside warehouse.

The World Airline Road Race

The World Airline Road Race was first held in San Francisco in 1982 with teams invited from all the world's airlines. Held every year since this makes the 2010 London Festival the 29th. The event is being run by a host committee from the British Airways Athletics Club under the auspices of the World Airline Road Race International Committee.



International Committee

The role of the International Committee is to ensure that the long tradition of successive successful World Airline Road Races continues into the future. Visit the International Website for more history and for details of previous and future events:

WWW.WORLDAIRLINEROADRACE.ORG