



**THE COLOR RUN™**  
**HERO TOUR**

PRESENTED BY



**EVENT GUIDE**



**Dubai**  
Saturday 10<sup>th</sup> November

## 🕒 RACE PACKS

Color Runners who purchased in Stadium will already have your Limited Edition Hero World Tour Race Pack. If you're one of those, or have already collected, don't forget to upload using #Happiest5k as we love to see you all getting ready for the big day!

For those of you who ordered online and still need to collect, please see below some very important information on when you can pick up (don't forget to bring your booking confirmation email!) and check out the cool merchandise at our store:

- **Sunday 4<sup>th</sup> – Wednesday 7<sup>th</sup>: Stadium in City Centre Deira / 10am – 10pm**
- **Sunday 4<sup>th</sup> – Friday 9<sup>th</sup>: Stadium in Dubai Mall / 10am – 10pm**

**Please remember there will be no pick-up or sales on event day.**

If any of your friends or family still need to purchase they can do so at either of the above stores during those times or at [www.thecolorrun.ae](http://www.thecolorrun.ae)

## ✅ RACE BIBS

Once you have your Race Pack, please keep it super safe! Your Race Bib is your entry to the event so please don't lose it! Don't forget to write the details of your emergency contact on the back.

If you have forgotten / lost / your dog ate your race bib, please come to our Information Desk on event day from 6am. You need to bring your ID and proof of purchase! It'll cost you AED 50 to replace though so best to just keep it safe from the start! Your old race bib number will also be void so nobody can enter using your previous bib.

When entering, have your bib nice and visible so security can let you in nice and quick!

## **PARKING & TAXIS**

We highly encourage carpooling or catching a taxi to the event – there will be thousands of Color Runners on the day! Please allow for plenty of time to gain access to the venue.

Plenty of parking is available at Dubai Autodrome. Please follow the directional signage and our friendly volunteers and parking attendants will also be on hand to point you in the right direction.

For those of you with Deluxe or VIP Parking, keep an eye out for those separate parking signs.

If you are travelling to or from the venue via RTA Taxi or Careem then keep an eye out for the signs on where to be dropped off and collected. We would recommend travelling by Careem and using the code COLORRUN to gain 40% off your trip to and from the venue!

Drop Offs for RTA Taxi's & Careem will be in front of the main Autodrome entrance (roughly aligned with Cycle Hub), whereas Pick-Ups will be by the Dubai Autodrome Welcome Centre (near to the Village).

## **ROAD CLOSURE**

The service road in front of Dubai Autodrome will be closed except for drop off - security and police will ensure that only RTA, Careem and vehicles dropping off are allowed access. Please do not drop off on the main street as Police will be present.



## ⚠ SCHEDULE

The event site will open at 7.00am and we recommend getting there no later than 7.30am.

The warm up will start at 7.45am and the first runners will head into the start chute at 8.15am.

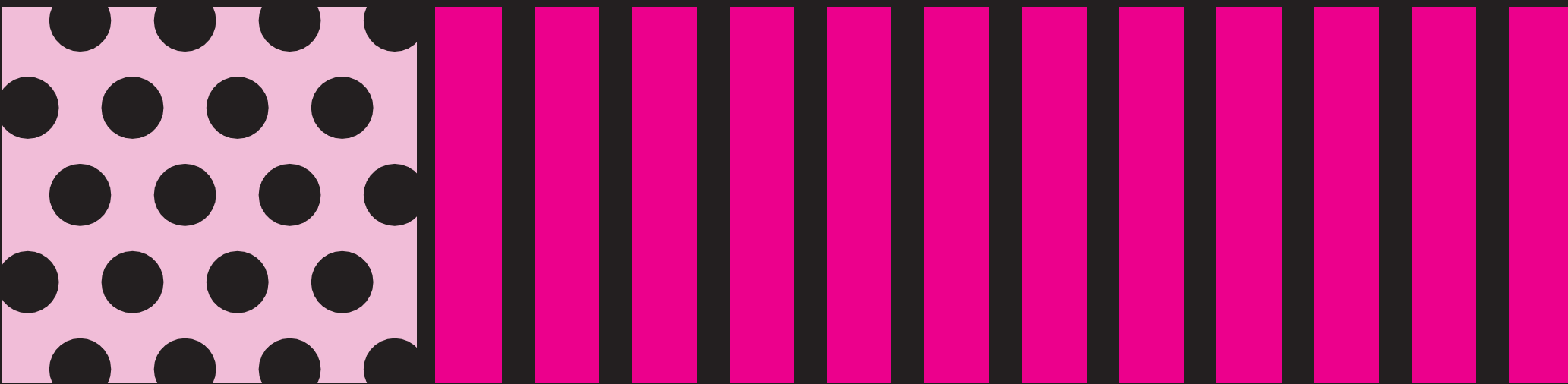
## 🏁 START CHUTE

The start chute will open at 8.30am and close at 9.30am. All Color Runners **MUST** arrive to the start chute by 9.15am – please don't be late!

Plus the start chute is its very own party with music, entertainment and free merchandise being given out – what's not to love!?

Runners will depart in waves of 1000 so you can easily enjoy the 5k fun with friends and family! Remember, it isn't a race, so no jostling for position at the start line!

As always, we'll also have our Family Lane for any parents and their Little Color Runners!



## FINISH FESTIVAL

The fun isn't over when you cross the finish line - it's really only just begun! You'll be given your medal as soon as you cross the Finish Line! Then it's time to grab your Color Packet, give yourself a pat on the back for running a 5k and join the Finish Festival. We'll have lots of food and beverages for you to munch on, some cool games and of course...the world famous color throws!

## FOOD & WATER

Thanks to Oasis, you will be kept hydrated throughout the 5k...we have two water stations on the course and one at the end! Just remember to throw it away in the bins provided!

There will be plenty of food and drink options available for sale in the Finish Festival area.

## ZONES

This year, we have five Color Zones – which are Blue, Yellow, Red, Orange and Pink!

All products are 100% natural and safe and when you enter each Color Zone our awesome volunteers will be covering you from head to toe!

Please keep moving through the Color Zones as we don't want to create a bottleneck. To keep the color away from your eyes Color Throwers try to aim low as you pass by. Some Color Runners opt to wear glasses or goggles for their eyes and use a bandana or dust mask for their mouths. If you wish, you can wear some form of eye protection - especially kids!

The Foam Zone is a 15m long area with foam for you to enjoy...or you can simply run or walk past and watch the fun from the outside!

We also have our brand-new Honor Photo Zone this year where you'll be able to view on the photos on our website straight after the event! Please wear your bib on the front of your top so you will be able to easily see all of your photos!



## RUNNING WITH CHILDREN

With thousands of Color Runners in attendance on event day there is always the possibility of our smaller Color Runners getting separated from their parents. If you are running with your children then the kids will no doubt have a great time.

We recommend that you write your mobile number on your child's bib in the unlikely occurrence that they get separated from you. That way we can get in touch with you should we find ourselves with some new small friends.

**Lost Children - If you do find a lost child please bring them to one of our members of staff with a radio.**

## STORAGE

Please note, there are no lockers or bag drop facilities at the venue. Please arrive ready to run and leave your valuables at home or in your car.

## WEATHER

Runner safety is our highest priority. Stay tuned to your email, the website and our social media pages this week and event day for updates regarding any event related news about weather conditions.

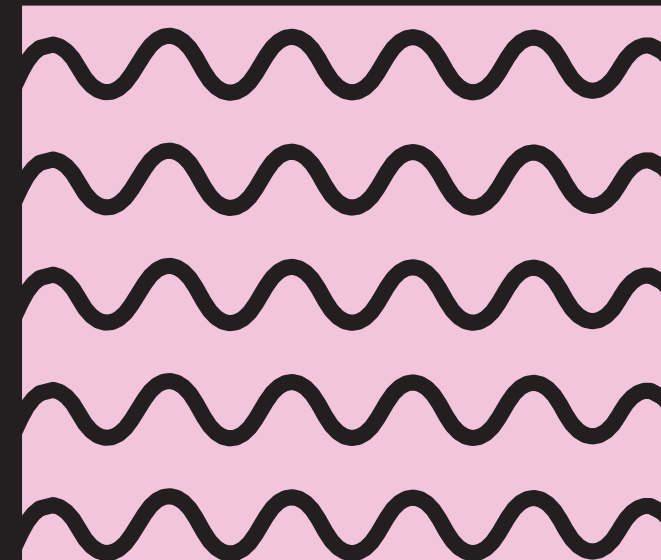
## RULES & SAFETY

If you are running with small children, please watch and direct them through the event.

If you are concerned at all with any part of the experience, feel free to wear safety glasses, a bandana, or a dust mask.

Please follow the directions provided by event officials and volunteers.

Above all, please be courteous and respectful to everyone.





## **MERCHANDISE**

Still not got that tutu for the ultimate Color Runner look yet? Fear not!

We will have all of our fun, funky and colorful items at our Store on event day, so you can rock those glasses and party socks as you snap that #selfie for Instagram!

## **GIVING BACK**

As a for-profit event management company, we love the opportunity we have to partner with charities to help shine a light on their amazing work within society and highlight the causes they stand for. We have raised donations for more than 80 international charities since 2012 for a total of \$5m plus.

Once again, we will be donating a portion of all entries to Friends of Cancer Patients in the UAE.

# THANK YOU

The Color Run presented by Daman could not be what it is without the help of many behind the scene heroes. Big thanks to all of our volunteers – without them, the event would not be possible. And lastly, thank you to all Color Runners who keep coming back year after year!

Have a Happy time! Share those photos and see you at the Finish Line! Thanks for getting dirty with us!

From all of us at The Color Run presented by Daman

مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL



Volkswagen

honor  
FOR THE BRAVE



SPARKLING WATER



DUBAI MOTOR CITY

Stadium



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COSTA  
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Emirates Hospital  
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