



## MEN'S HEALTH URBANATHLON 2013: FACT SHEET

- Date:** 3 March 2013 (Sunday)
- Time:** 7am - 11am
- Venue:** Nicoll Highway MRT Station (start/finish point)
- Route:** Along Singapore River and Marina Bay
- Format:** 14km run with 9 obstacle stations
- Categories:** Individual and Corporate
- Website:** [urbanathlon2013.menshealth.com.sg](http://urbanathlon2013.menshealth.com.sg)



## **Singapore's toughest urban obstacle race is back - and welcomes female participants for the very first time!**

The Men's Health Urbanathlon returns for a fourth year in 2013. On March 3, 2013 (Sunday), Nicoll Highway will once again see some of Singapore's fittest folks flagged off to take on nine urban obstacles along a 14km race route.

And for the first time since the Men's Health Urbanathlon inception four years ago, the annual race will also include 300 female racers, who will clear the same route and obstacles as the men.

As part of the annual race concept renewal, the Men's Health Urbanathlon 2013 will also see three new obstacles and three modified obstacles.

Brand new obstacles like *Workload* (running with a 20kg sandbag), *Mind Map* (navigating across a field of crates, tyres and planks), and *Lateral Move* (powering through parallel bars) will mean that returning Urbanathletes can further test and push their limits, while the modified obstacles also put a fresh spin on familiar favourites that the racers have conquered over the last three Urbanathlons.

### **WHO ARE THE URBANATHLETES?**

- The race is open to men and women aged 18 and above.
- All 3,000 spaces have been fully taken up.
- There are 300 female participants.
- 57 teams signed up for the Corporate category, making up 8% of the participants.
- 26% are non-Singaporeans.

## RACE DAY PROGRAMME

Time	Programme
7.30am	Race flag-off
8.15am	First athlete expected at finish line
8.30am	Race Village opens
10.00am	Prize Presentation
11.00am	End of Event

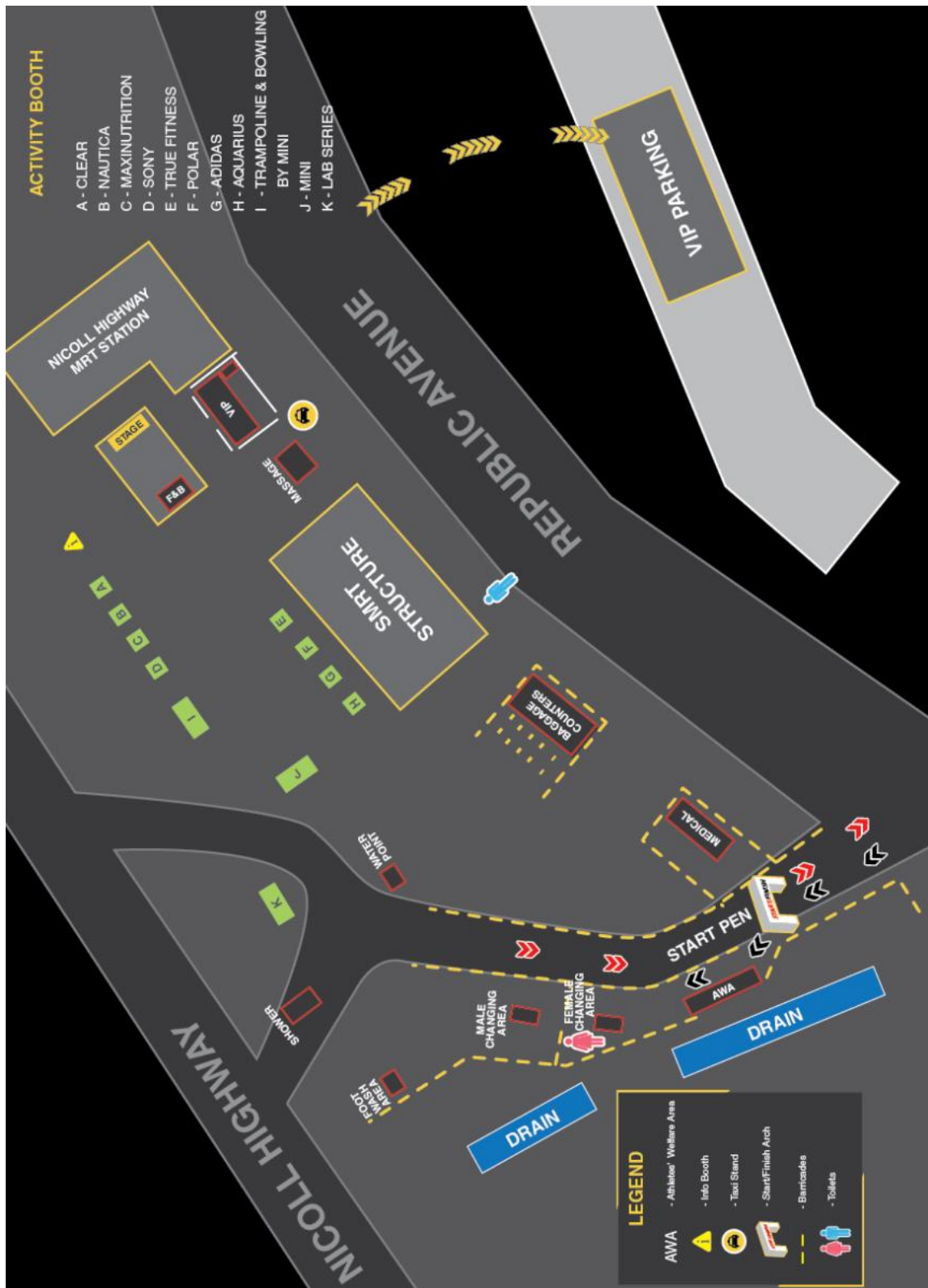
## RACE VILLAGE HAPPENINGS

The excitement continues after the race at the Race Village, where Urbanathletes can cool down and chill out, and check out these activities:

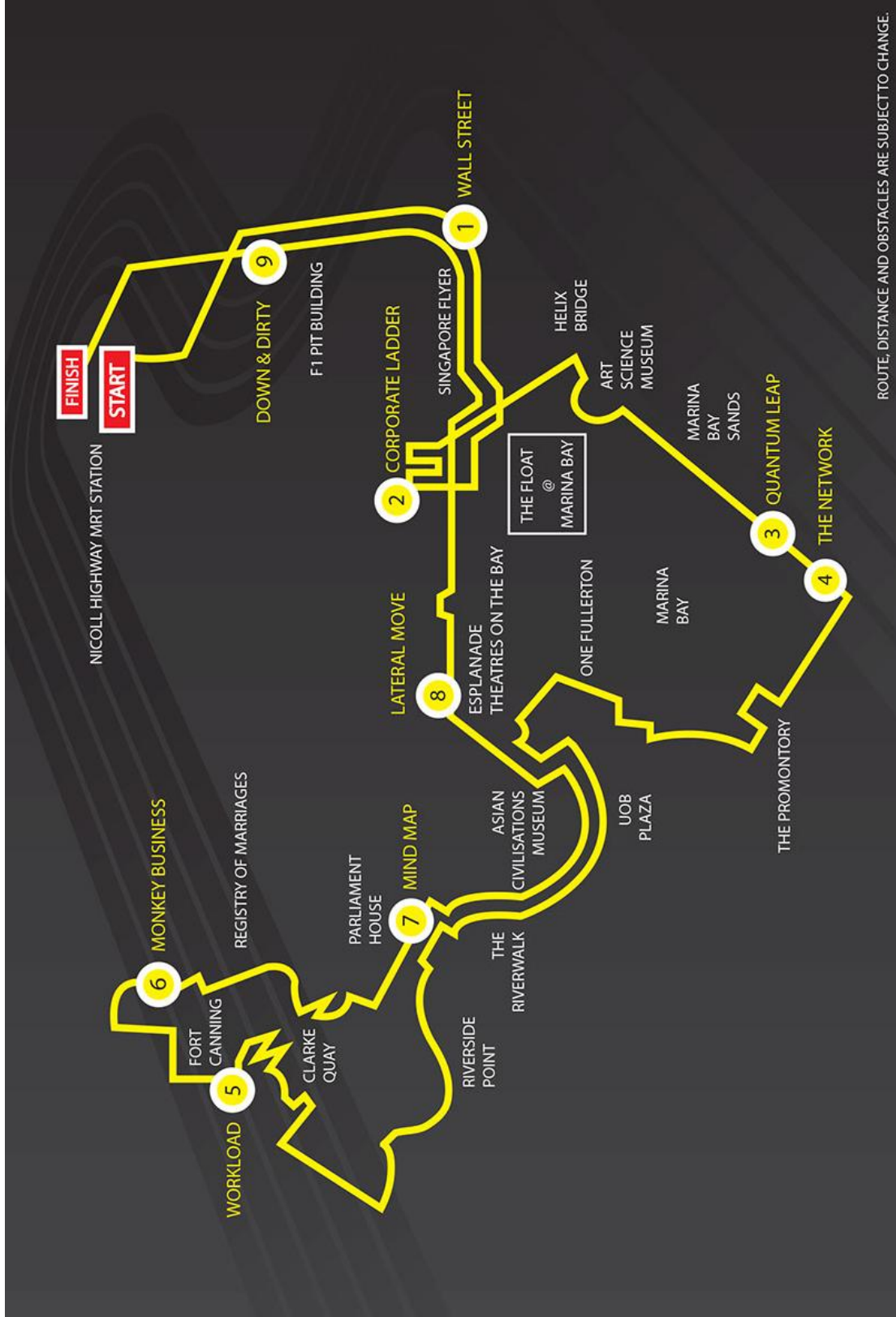
- View the top results and prize presentation.
- Enjoy complimentary beer and light bites!
- Clean up at the **MINI** Manual “Car Wash” area and get hosed down by the **MINI** babes.
- “Bounce to win” instant prizes at the **MINI** trampoline station.
- Attractive prizes to be won when you “strike” at the **MINI** bowling alley.
- Experience the benefits of the new **adidas** boost technology.
- Freshen up at the **Lab Series** wash up station.
- Enjoy a scalp analysis at the **Clear** booth.
- Experience the latest Xperia **Sony** smartphone, take part in games and win prizes.
- Check out the latest **Polar** watches.
- Snap a picture at the **True Fitness** booth and upload it onto your Facebook, or Spin the Wheel to win prizes!
- Sample **Maxinutrition’s** energy supplement for a faster recovery.
- Enjoy free **Aquarius** drinks and bike your way to more prizes!

Urbanathletes can also catch themselves in action in the event photos and videos posted on the Urbanathlon website.

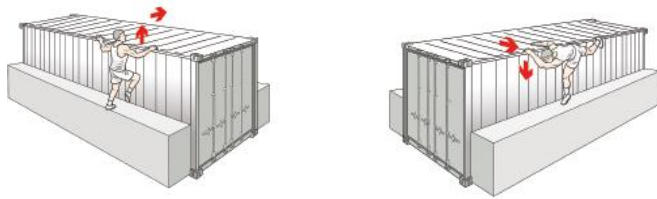
# START AND FINISH POINT



# ROUTE



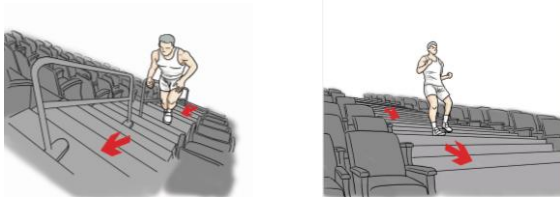
## OBSTACLES



### **OBSTACLE 1: WALL STREET** by Lab Series for Men

Scale up and down a 2.6m high container.

Location: F1 Pit Straight



**UPGRADED!**

### **OBSTACLE 2: CORPORATE LADDER** by Nautica Watches

Ascend and descend eight long flights of steps (over 800 steps in all).

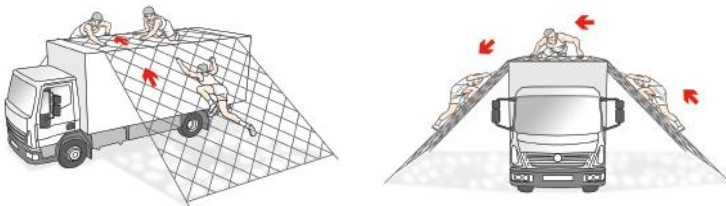
Location: The Float @ Marina Bay



### **OBSTACLE 3: QUANTUM LEAP** by Aquarius

Hoist yourself over 5 sets of 1.3m horizontal beams.

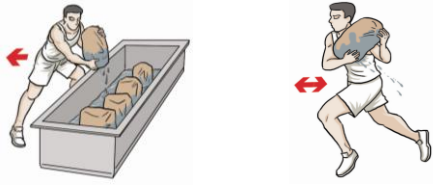
Location: Field near Marina Bay Sands



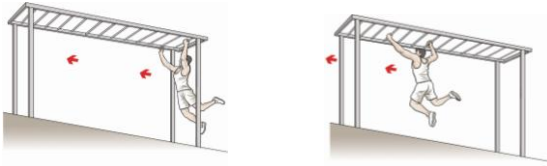
### **OBSTACLE 4: THE NETWORK** by MINI

Climb up and down a 3.2m high 3-ton truck using a rope web.

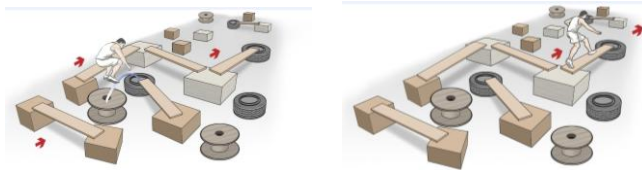
Location: Field near Marina Bay Sands



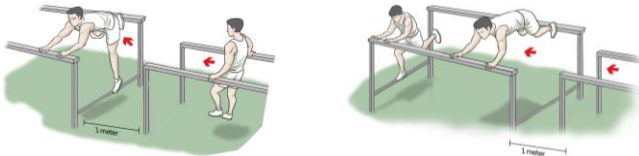
**NEW!**  
**OBSTACLE 5: WORKLOAD** by Maxinutrition  
 Carry a wet 20kg sandbag and run 100m.  
 Location: Fort Canning Gate



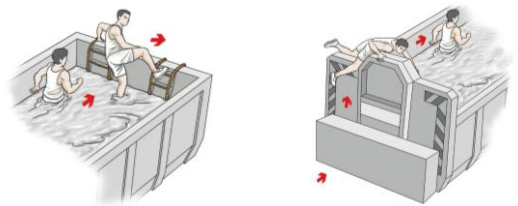
**UPGRADED!**  
**OBSTACLE 6: MONKEY BUSINESS** by True Fitness  
 Swing your way upslope on a set of monkey bars.  
 Location: Fort Canning Green



**NEW!**  
**OBSTACLE 7: MIND MAP** by Polar  
 Navigate your way through a course without touching the ground.  
 Location: Near Parliament House



**NEW!**  
**OBSTACLE 8: LATERAL MOVE** by adidas  
 Power through two sets of 6m-long parallel bars.  
 Location: Esplanade Park



**NEW!**  
**OBSTACLE 9: DOWN & DIRTY** by Xperia, Sony Smartphone  
 Conquer an ice-cold mud pool near the end point.  
 Location: Near the F1 Village

## WHAT WILL URBANATHLETES RECEIVE?

All participants will receive a race pack worth over \$400!

- **adidas** race tee worth \$35
- 6 months' **Men's Health** subscription worth \$36
- **MINI** Man of Steel waterbottle
- **Clear** Men Shampoo (180ml) worth \$5
- **Lab Series** Multi Action Face Wash (5ml) & Water Lotion (6ml) worth \$3.70
- **MaxiMuscle** Viper Active gel & Promax sachet worth \$7.50
- **Polar** Collapsible waterbottle worth \$8.90
- **True Fitness** 10-day access pass worth \$130
- **Urban Homme** treatment voucher worth \$145
- **SG Flight Simulation** keyring worth \$10
- **BIC** Flex 3 shaver worth \$4.50
- **Berocca** Performance Effervescent Tablets (2 days trial pack) worth \$2
- **Darlie** Expert White Toothpaste (40g) worth \$2
- **Gatsby** Facial Paper (5S) worth \$1.50

Participants who complete the race will also receive:

A finisher's medal, finisher's T-shirt and a personalised certificate\*.

\* *Corporate participants will each receive a team certificate that includes both their team and individual timings.*

All Urbanathletes also stand a chance to win these awesome prizes!

- **Lab Series** Hamper worth \$500
- **Polar** RC3 GPS Bike watch worth \$539
- **Nautica** BFD 100 Multi watch worth \$419
- **SONY** Xperia J worth \$398
- **SONY** Xperia Miro worth \$298
- **MaxiMuscle** Promax tub and shaker worth \$110
- **Urban Homme** service voucher worth \$300
- **Fischer** Audio FA 003 headphone worth \$298
- **SONY** Xperia Tipo Dual worth \$198
- **Berocca** Performance Effervescent Tablets (6 months supply) worth \$187.20
- **SG Flight Simulation** 60min A320 package with DVD recording worth \$150
- **iFly** Challenge Package [3 winners] worth \$89
- **Sigg** Limited Edition water bottle worth \$69
- A pair of **IMAX** complimentary pass worth \$44



## PRIZES

The top 5 runners for the Individual category, and top 3 teams of the Corporate category will each receive a trophy and attractive prizes.

### INDIVIDUAL CATEGORY

- ◆ **TOP PRIZE: worth \$7,609**
  - **True Fitness** 6-month membership (all centres access) worth \$1,345
  - **Lab Series** product hamper worth \$1,000
  - **SONY** Xperia Ion worth \$798
  - **Polar** RC3 GPS Bike watch worth \$539
  - **Nautica** BFD 100 Multi watch worth \$419
  - **MaxiMuscle** Promax tub, Thermobol and a Maximuscle shaker worth \$180
  - **Swissotel The Stamford** Swiss Executive Harbour View Room (inclusive of breakfast for two persons) worth \$990
  - **Beyerdynamic** MMX 300 headphone worth \$599
  - **Urban Homme** service voucher worth \$500
  - **iFly** Training Package (6 skydives) worth \$420
  - **Berocca** Performance Effervescent Tablets (12 months supply) worth \$374.40
  - **Sigg** 0.75L Dynamic Touch bottle, McNett Microsuede Towel and Light My Fire Outdoor Mealkit worth \$151
  - **SG Flight Simulation** 60-min A320 package with DVD recording worth \$150
  - **BRAND'S** Health Supplements Hamper worth \$100
  - A pair of **IMAX** complimentary pass worth \$44
- ◆ **2<sup>ND</sup> PRIZE: worth \$3,981**
- ◆ **3<sup>RD</sup> PRIZE: worth \$2,780**
- ◆ **4<sup>TH</sup> & 5<sup>TH</sup> PRIZES: worth over \$1,600 each**

### CORPORATE CATEGORY

- ◆ **TOP PRIZE: worth up to \$14,386**
- ◆ **2<sup>ND</sup> PRIZE: worth up to \$10,545**
- ◆ **3<sup>RD</sup> PRIZE: worth up to \$8,162**

## SPONSORS

Category	Sponsor
ORGANISER	SPH Magazines
CO-ORGANISER	HiVelocity
PRESENTER	MINI
OFFICIAL APPAREL	adidas
IN SUPPORT OF SPORTS PROMOTION	Singapore Sports Council
MAIN SPONSORS	Aquarius
	Brand's
	Clear
	Lab Series
	Maxinutrition
	Nautica Watches
	Polar
	Sony Smartphone
	True Fitness