

Version:0.9 StartHTML:00000097 EndHTML:00005120 StartFragment:00000113  
EndFragment:00005085 WHAT IS THE RAT RACE URBAN ADVENTURE?  
([www.ratraceadventure.com](http://www.ratraceadventure.com))

The Rat Race is a mental and physical adventure challenge that uses the cityscape as its playground over a whole weekend. Teams of three run, climb, mountain bike, abseil and kayak the streets, structures, waterways and urban landscape as they navigate their way around a course that's only revealed hours before they begin.

Taking place in Birmingham, Brighton, Bristol, Edinburgh, Newcastle and London, each Rat Race Urban Adventure shares the Event Village base with live music entertainment, urban sports battles, action sports demos, outdoor sports and refreshment stalls, and of course the legendary after parties.

We're both Personal Trainers working in York, and have been approached by the organizers of the Rat Races to promote the events within the sport and fitness community. They realize that our professions are ideally placed to come into contact with people who would relish the opportunity to have a go at something like this.

The Birmingham Rat Race is coming up on March 15<sup>th</sup> (<http://www.ratraceadventure.com/page86.asp>) so we've got 7 weeks to create as much awareness as possible. If you know of any club members, friends or other contacts who would be keen to take part let us know and we'll send you a code for them to enter on the website when they register. This code will give them 10% off the entry price, and earn you 10% of the entry price in commission (around £24). It's a great opportunity to earn extra money while offering something new and exciting for your clients. Also the varied nature of the events leads to plenty of new training angles for your members, a different kind of orienteering. To get the ball rolling the first five people we contact to sign up five teams will earn a free entry into the event for yourself and two friends.

The following clips on YouTube should give you an idea of what to expect on the day:  
<http://www.youtube.com/watch?v=PqAecnalMSA>  
<http://www.youtube.com/watch?v=DgsL-5GTIN0>

We'll be able to supply promotional DVD's with similar footage so let us know if you think that would help you persuade any potential Rat Racers and we'll get one posted. We'll also be able to supply posters, flyers and other media very shortly. If there's anything else you think would be useful then get in touch.

We're not limiting this to Birmingham, the nature of the events and cities means that competitors are often keen to travel so feel free to promote the other events as well - your commission codes will still be valid. We're just beginning with this, so if we can set up a network of trusted affiliates across the country we could make Rat Race a well-known fixture - which would mean plenty of commission for anyone promoting it!

**THE NEXT STEP:** If you're interested contact us by email or phone (Andy - 07904 023 208, Craig - 0777 287 2409) with your address details (for us to send your commission cheques to). We'll send you a unique discount code which you should pass on to anyone thinking of entering the race. When they enter via the [ratraceadventure.com](http://www.ratraceadventure.com) website using the code they will get the 10% discount and you'll earn the 10% commission. Remember get five teams and we'll give you and your mates a free entry.<?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" />

If you have any questions give us a ring.

Good luck!