

# The Color Run returns to Johannesburg

Roosevelt High School, Emmerentia will be awash with colour from 9-10am on 25 September as The 2016 Rainbow Tour takes The Color Run to Johannesburg.

The Color Run is a five kilometre un-timed race in which thousands of participants, or “Color Runners”, are doused from head to toe in different colours at each kilometre. The 2016 Rainbow Tour has finally reached Johannesburg, and The Color Run is ready to turn thousands of fans into rainbows.



## Celebrating individuality

The event encourages participants to stand out from the crowd and express their individuality – the only rule is they have to start the race in their official white race T-shirt, and end it covered in colour.

The Color Run South Africa’s national event coordinator, Trevor Latimer, maintains that one of the reasons for the global event’s success is that it spreads a culture of care and community. “We have a growing base of loyal Color Runners in South Africa. It’s one of the few events that focuses on such basic qualities of life as fun, healthiness, celebrating who you are as an individual, and the community around you. The Color Run provides the most glorious fun, but does it in a deeply conscious way.”

## Proceeds go to Adopt-a-School Foundation

Capitec Bank is The Color Run’s headline sponsor, and has made a generous commitment to community upliftment by pledging R10 for each ticket sold to charity-partner Adopt-a-School Foundation. Says Capitec Bank’s communications head, Charl Nel: “Capitec Bank, like The Color Run, believes in health, happiness, individuality, giving back, living life in technicolour and having fun, while caring about the community. Last year, we donated close to R75,000 to the Moses Maren Technical Secondary School in Eikenhof. Through close collaboration with Adopt-a-School, we were able to identify the school’s most pressing needs, and channel our donation towards improved sporting infrastructure.”

## What’s included?

Color Runners will each receive a race pack which includes a 2015 edition Race T-Shirt, headband, bag of colour powder, temporary tattoos, and a race number.

Additionally, every Color Runner will receive a R200 voucher from Superbalist.com, to be redeemed against a minimum spend of R650 through the Superbalist app.

Individual charities and schools are encouraged to register on the Fun Raiser programme to raise money for every ticket sold under your unique Fun Raiser code. For more information on this programme, contact The Color Run on [hello@thecolorrun.co.za](mailto:hello@thecolorrun.co.za).

## **Ticket details**

Tickets are available online from The Color Run website ([thecolorrun.co.za](http://thecolorrun.co.za)) and [Facebook](#). Individual ticket prices are R250 and R225 for groups of four or more. Manual entry points are listed on our website, and all on-the-day tickets are R300.

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