

MELBOURNE EVENT GUIDE

NOVEMBER 24

FLEMINGTON RACECOURSE



WELCOME TO

THE COLOR RUN™
Love Tour

PRESENTED BY



OUR TOP 6 TIPS

- 1.** All Color Runners must collect their Race Packs prior to Sunday the November 24th.
- 2.** Come ready to run! Be sure to wear as much white as possible for maximum color impact! Any valuables items can be left in our \$5 bag drop facility at the event!
- 3.** Kids 4 years and younger run for free!
If you want your little bub to have all the same items as your race pack, you can purchase a Kids Pack for a low \$20 fee on event day or at Packet Pick Up from the merchandise tent!
- 4.** Plan your day with plenty of time so you don't miss out on any of the fun! The key times of the event are as follows:
 - 7:00am - Festival Village Opens
 - 8:30am - First Wave of Color Runners
 - 10:00am - Last chance to enter the course
 - 12:30pm - Event Concludes
- 5.** Prepare yourself for: 4 supercharged Color Zones, a Photo Zone, Course DJ Zone, Color Throws, stage DJs, Dance performances, giveaways, Captain Color and so much more!
- 6.** It's always better to color with friends! It's not too late to add to your Color Crew, so show the love and help us spread good vibes! Tell your friends about this super awesome event.

RACE PACK PICK UP



The first step in your exciting journey to event day is Packet Pick Up. You must have your race pack before event day.

*Your unicorn medal and color powder will be given out at the finish line

☆ COLLECTION OPTIONS ☆

1

DATE & TIME: (Pack Only)

NOV 19: 9:00am - 5:00pm

LOCATION: IMG, 580 St Kilda Rd,
Melbourne VIC 3004

2

DATE & TIME: (Pack + Merchandise)

Nov 22: 8am to 6:30 pm

Nov 23: 10am to 4:30 pm

LOCATION: Flemington Racecourse,
448 Epsom Rd, Flemington VIC 3031



WHAT YOU NEED TO BRING

You must bring your Confirmation Email Ticket with your ticket to pick up your pack.

If you are picking up on behalf of someone else you must also have their ticket!



**HAVE ANY OTHER QUESTIONS REGARDING PACK PICK UP?
CHECK OUT OUR WEBSITE FOR MORE INFO**

HOW TO GET THERE

1. PUBLIC TRANSPORT

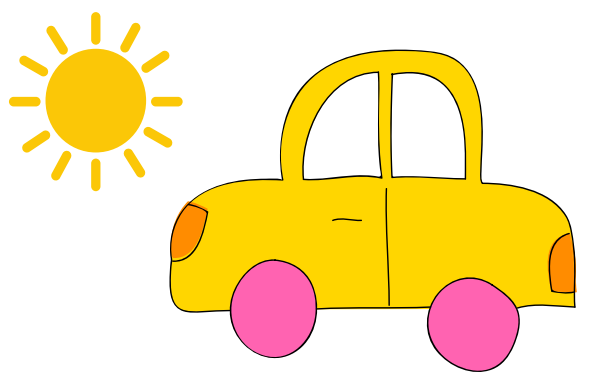
Leave the stress of finding a car park at home and travel by public transport to the Color Run!
Closest Station is: Flemington Racecourse Station
Check out the Public Transport Victoria Website here

**FREE SEAT PROTECTOR
PONCHO**

These ponchos are for public transport only and will be given out to you at the Flemington Racecourse Station

2. IF YOU ARE DRIVING

Parking is available onsite for \$20 per car. Please enter off Epsom Road onto Flemington Drive.



3. PICK UP / DROP OFF ZONE

If you are planning to drive we strongly encourage all Color Runners to share a ride with their mates and carpool. Better yet, try to be dropped off and picked up by friends or family and avoid the hassle of parking! You are able to use the Main Gate at 448 Epsom Road for pick up and drop off!

KEY TIMES



7:00AM	FESTIVAL VILLAGE OPENS
8:30AM	FIRST WAVE OF COLOR RUNNERS
10:00 AM	LAST CHANCE TO GET ON COURSE
12:30PM	EVENT CONCLUDES

THE VILLAGE

The Village is the Festival Hub.

Opening at 7:00am, this area will keep you entertained with music, food trucks, epic color throws and dance performances on the main stage.

After you have made your way through the incredible 5K course and cross our finish line you'll want to stick around and enjoy all the fun!

WHAT TO CAN EXPECT:

- Massive Insta-worthy Color Throws
- Captain Color
- DJs and Dance Parties
- 7-Eleven Playground with FREE Slurpees, Fresh Fruit, Krispy Kreme Doughnuts and Coffee!
- Extra sponsor freebies
- PLUS MUCH MORE



WANT MORE COLOR?

Of course you do!

You can purchase additional Color Packs from the Merchandise Tent along with all of our super cool clothing and accessories.








RUNNING FOR A CAUSE?

Our 2019 official charity partner is the incredible Starlight Children's Charity who aim to brighten the lives of seriously ill children and their families. To start fundraising for the Starlight Children's Charity or a charity of your choice [click here](#)



COURSE MAP

RACE MAP

-  **Course Track**
-  **Start Line**
-  **Voost - Foam Zone**
-  **Star Street**
-  **7-Eleven - Hydration Station**
-  **7-Eleven - Super Zone**
-  **Union Pay - Photo Zone**
-  **Reflex - Blue/Yellow Zone**
-  **Elastoplast - Red Zone**
-  **Subaru - Blue Zone**
-  **Music Zone**
-  **Amazing Thailand - Yellow Zone**
-  **Finish Line**
-  **Train Station**
-  **Tram Station**
-  **Bus Station**
-  **Amenities**
-  **Information**
-  **Elastoplast Medical Tent**



THE VILLAGE



THE COURSE

As you walk, run, skip or dance through our course you'll go head to head with our COLOR ZONES and be blitzed by color. It's a special recipe of magical color dust that's 100% natural, safe and food grade quality. Remember to keep on moving and don't stop in the color zones to avoid congestion.

START LINE



VOOST FOAM ZONE



STAR STREET



7-ELEVEN HYDRATION STATION



7-ELEVEN SUPER ZONE



UNION PAY PHOTO ZONE



REFLEX BLUE AND YELLOW



ELASTOPLAST RED ZONE



SUBARU BLUE ZONE



MUSIC ZONE



AMAZING THAILAND YELLOW ZONE



FINISH LINE



LOVING TIP:

OUR VOLUNTEERS WILL ALWAYS AIM LOW HOWEVER WE SUGGEST WEARING BANDANAS, GLASSES OR GOGGLES IF YOU ARE WORRIED ABOUT GETTING COLOR IN YOUR MOUTH OR EYES.



Pick up your unicorn medal and color pack as you pass the finish line

RULES AND SAFETY

- Walkers/dancers stay to the LEFT and runners to the RIGHT. This way it's safe for everyone.
- Color Rollers – Wheelchairs and prams are the only wheels permitted on course and it is recommended you keep yourself towards the back of the start line. Leave bikes, scooters etc at home please.
- If you are running with small children please watch and direct them through the event. We recommend writing your name and mobile number on your child's race bib in case they get lost.
- If you are concerned with any part of the colour experience feel free to wear safety glasses, a bandana, dust mask or similar. Should you have any difficulties whilst on course please notify a staff member or volunteer.
- No furry friends – Please keep your animals at home even if you think they would look cute and colourful.
- Follow the directions provided by event officials and volunteers.
- If you injure yourself, there is an Elastoplast First Aid tent in The Village as well as at each Color Zone. If you suffer from asthma please remember to bring your asthma puffer with you. Our colored corn starch powder is not harmful in any way, however as with any dust particles it can cause temporary discomfort.
- There is a \$5 bag drop facility at the event for all your valuables! Please report anything or anyone lost to the Information Tent (*location within the Festival Village*).
- While the color should mostly wipe off your device, if you are concerned about the color damaging your phone, wrap it in cling wrap or place in a zip-lock bag.
- **HAVE FUN** and remain respectful and courteous to everyone around you.





PREPARATION & CLEAN UP TIPS

PREPARATION:

PREPARE YOUR HAIR

We recommend using a leave-in conditioner, coconut oil, Moroccan oil or something similar in your hair, as this will help the color to wash out post event. However, if you are not okay with having any color in your hair as a badge of honor for a few days, get creative and wear a hat or wig especially if you have blonde hair (take this as your warning).

COVER YOUR SEATS

Pack an old towel or garbage bag to sit on the trip home.

SLIP, SLOP, SLAP

Coat yourself in sunscreen and lip balm with SPF in it. Not only will it protect you from the sun, it will help the color to slide off when you're done.

SHIELD YOUR EYES

Sunnies, goggle or similar items will avoid any irritations.

LEAVE YOUR NICE THINGS AT HOME

While the color will eventually wash out of everything, we suggest leaving your expensive strollers or running shoes at home (just in case).

CLEANING UP:

HIT THE CLEANING ZONE

They will blow all the loose powder off, leaving you 'touch clean'.

DUST OFF

Shake off as much of the dry powder as you can before adding any water.

PONCHOS

Available at the Showground station for those catching public transport

WASHING YOUR HAIR

Anti – dandruff shampoo is best for helping remove any color patches. If it needs something a little extra, add baking soda to your shampoo to form a paste.

SHOWER

When you get home, shower as normal and add baking soda to your body wash for stubborn spots.

CLOTHING

Dust off all excess color, wash items separately in cold water. Napisan or similar will work wonders.

A BIG COLORFUL THANK YOU TO OUR PARTNERS!



7-ELEVEN

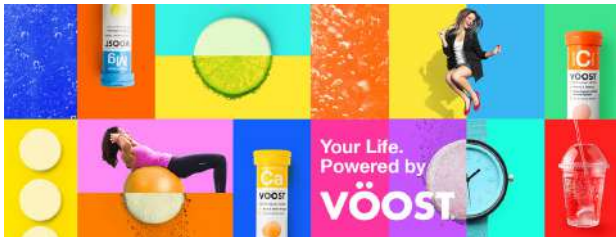
Come and visit the 7-Eleven Love Playground at the finish festival to get your hands on some of your favourite iconic 7-Eleven products. There will be loads of FREE Slurpees, coffee, fresh fruit, Krispy Kremes and other tasty treats to get you through the day. Looking to get the perfect Instagram shot? Embrace the love at The Groovy Love Bus, giant Love Seat and jump into Love Ball Pit. There will be no shortage of photo ops in our zone. We can't wait to see you all there!

SUBARU

Every moment is a chance to do with Subaru at The Color Run this year! Visit us in the festival village and have a go at our Spin&Win for some awesome freebies! Or let our photographers capture #OneLittleMoment of you and your friends to collect your free polaroid from us!



SUBARU



VÖOST

Come and have a photo with us at the VÖOST Bubble Zone! We're giving away FREE packs of our VÖOST effervescent vitamins and minerals to help you hydrate post-run + we have loads of other giveaways!

TOURISM AUTHORITY OF THAILAND

The Tourism Authority of Thailand, Sydney office has been in operation for over 20 years and is funded by the Government of Thailand. Our main objective is to promote the country of Thailand as a holiday destination to Australians. Visit our Amazing Thailand Village at the event for your chance to win a holiday to Thailand.



STARLIGHT CHILDRENS FOUNDATION

The fun doesn't stop with the race! Head to Starlight's Happy Zone for games, face painting, hula hoops and more colouring fun than you poke a paintbrush at! While the kids enjoy the fun, parents can catch their breath and enjoy some post-race relaxation.



ELASTOPLAST

To celebrate the launch of their new designs of the 'Don't Worry' and 'Be Happy' plasters, Elastoplast is giving Color Runners the chance to WIN a \$100 RedBalloon experience. To enter, snap a selfie in the Elastoplast Red Zone on the course and upload your picture to Instagram with #ElastoplastBeHappy. Make sure you are following @ElastoplastANZ on Instagram. View Terms & Conditions at elastoplast.com.au/pages/promotion-terms-and-conditions

DJI

DJI is the global leader in civilian drones and aerial imaging technology. Founded in Shenzhen, China in 2006, the company has revolutionized the UAV industry with advanced flight-control systems and camera stabilization. DJI remains focused on making game-changing products and platforms that are reliable and easy to use for creators and innovators everywhere. Global operations now span across the Americas, Europe, and Asia, with customers in over 100 countries.



HARVEST SNAPS

Introducing Harvest Snaps Original Salted Baked Pea Crisps. Harvest Snaps are baked pea crisps, made with whole green peas. Each serve of Harvest Snaps contains less than 100 calories per serve along with the natural benefits of peas. So you can enjoy our delicious Harvest Snaps guilt free!

REFLEX

As Australia's favourite copy paper, Reflex is great for all home, school and office printing needs. Reflex features Ink Wise to deliver a new standard in print and paper performance. Always rely on Reflex for vibrant colours with no extra ink.



JUST DANCE 2020

Celebrate 10 years of Just Dance with Just Dance 2020! Gather your friends and family and Just Dance like nobody's watching with #1 Music Video Game Franchise of All Time. The latest Just Dance celebrates 10 years of bringing people together with 40 new hot tracks, from your favourite artists including Ariana Grande, Panic! At the Disco, Cardi B and loads more! Join a community of more than 120 million players around the world and get ready to set the dancefloor on fire. Whether there's something to celebrate or for no reason at all, Just Dance is there for every occasion!

UNION PAY

UnionPay International is a leading global payments network company. UnionPay International has extended its card acceptance to 174 countries and regions globally with issuance in 52 countries and regions. UnionPay International provides high quality, cost effective and secure cross-border payment services to the world's largest cardholder base.



STABILO

Amp up the colour in your life with @Stabilo and The Color Run Australia! At Stabilo we pride ourselves on design, colour and quality that you can trust. Whether you're taking notes in a meeting, highlighting study notes or writing on The Color Run Love Wall we're with you all the way!

CHEMIST WAREHOUSE

Chemist Warehouse is dedicated to offering Aussie's affordable health and beauty essentials, to get well, stay well, live well and look fabulous!

Be sure to visit the Chemist Warehouse Team at the event precinct to score some awesome giveaways! Chemist Warehouse | Proud partners of the Color Run National Series



SEE YOU ON SUNDAY

NOVEMBER 24

FLEMINGTON RACECOURSE

WWW.THECOLORRUN.COM.AU

