

## **Red Bull challenges runners to go steeper, not faster with The Uphill Marathon via Special Group**

22 March, 2018 – To mark the launch of Red Bull Australia's new Strava running club, Aussie runners are being challenged to compete in a new kind of race.

'The Uphill Marathon' is the first marathon where the steepest run wins, not the fastest. Runners are invited to join Red Bull's Strava club and clock up 42.2km before April 6, where every metre of their elevation gain is logged to the Red Bull running website. The runner who completes the distance with the highest total elevation gain will be crowned king or queen of the hill.

Says Julian Schreiber, Creative Partner at Special Group: "Working with the Red Bull team is both a privilege and whole a lot of fun. They're a brand constantly raising the bar higher and we wanted to bring this spirit to the world of running. The Uphill Marathon is a great example of combining smart technology with a simple idea to create a fun, interactive event. And I'm pretty sure I just got a cramp thinking about how I'll tackle it."

Says Tom Martin, Creative Partner at Special Group: "We're looking forward to creating new challenges and growing the Red Bull Strava club. It's early days, but we've already had an awesome response from the local running community."

The Red Bull Strava club was launched to give runners motivation, competitions and prizes to help them push past their mental and physical barriers. All successful entrants in The Uphill Marathon will go in the draw to win flights and accommodation to compete in the Wings For Life Charity Run in Melbourne on May 6.