



Starts from August 3rd
City, South, North and West



What is the *be active* Corporate Cup?

The *be active* Corporate Cup is Adelaide's largest 'must do' corporate event! It is a team event run once a fortnight over 16 weeks with the aim of improving personal fitness and well-being. Teams of up to 7 runners and/or walkers can participate in one of 4 fabulous locations across Adelaide. The Corporate Cup caters for everyone with a choice of distances and unlike ordinary fun runs where the first across the line is the winner, the *be active* Corporate Cup is an event where each team member earns points. Participants will receive points based on 'consistent' improvement in times and for regular participation.

Teams

Teams consist of 5 – 7 members. Teams of less may enter but will not qualify for prizes in the team categories. Teams can be formed from private companies, government departments, community organisations, sporting clubs, fitness groups, and schools. Individuals may also enter and will be given a team number of their own in order to receive personal results.

Entry

\$196 per team entry (a team consists of up to 7 members) \$49 for an individual entry.

Enter & Pay Online

Visit www.sa.lifebeinit.org and click on the corporate pages. A tax invoice will be generated.

Venues

City

Pinky Flat, War Memorial Drive and Adelaide University Footbridge, Linear Park track around the River Torrens. Fortnightly on Wednesdays from August 3rd – November 9th.

South

Flinders University Sports Fields. Fortnightly on Tuesdays from August 9th – November 15th.

North

Mawson Lakes Promenade – course follows the lake. Fortnightly on Wednesdays from August 10th – November 16th.

West

Port Adelaide – a fabulous new location along New Port promenade. Fortnightly on Thursdays from August 11th – November 17th.

Flexible start times

Team members do not have to start at the same time – come anytime between the designated times convenient to you! Venue times for each location are available online.

Event categories

Corporate Cup – 4.5km

This is the major category of the Corporate Cup and determines the overall winning team. All team members must enter to run or walk the 4.5km distance for the team to qualify.

Mini Cup – 2.75km (City) / 2.25km (Regions)

Where all team members enter and participate in the 2.75km or 2.25km distance they will qualify for the Mini Cup award.

Mixed Distance Cup

Where team members enter and participate in a variety of distances the team qualifies for the Mixed Distance Cup.

Mega Cup – 7km (City Only)

Where all team members enter and participate in the 7km (City only) distance they will qualify for the Mega Cup award.

The winning teams are the most improved so you do *not* have to be the fastest team to qualify for these trophies. The first run/walk determines your handicap time, you then gain points for improvements in your time each fortnight over the next 6 runs/walks.

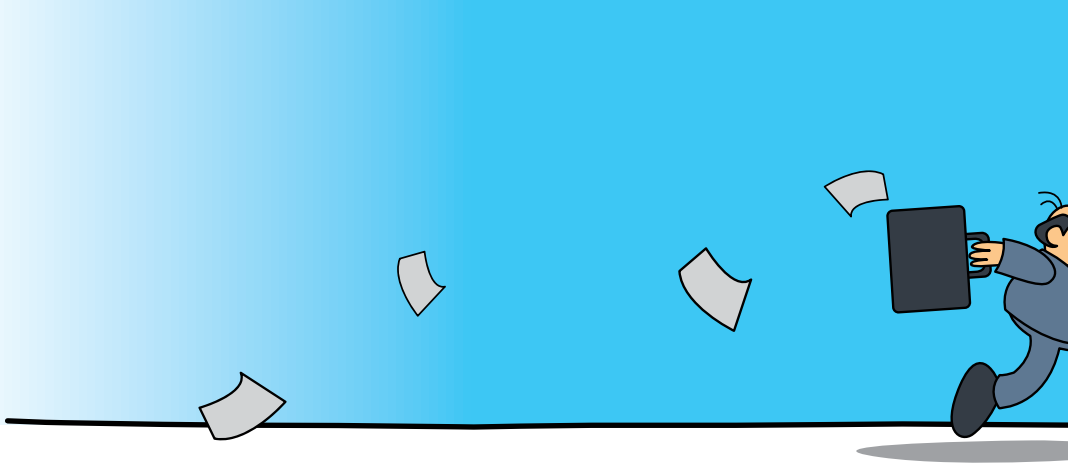
Other Awards

Fastest Runners, Fastest Team Categories, Most Improved Manager, Similar Company Categories (city only), Veterans Categories, Best Private/Government Teams.

More Info?

Visit www.sa.lifebeinit.org, email events@sa.lifebeinit.org or call 8362 2150.





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The State Government's be active initiative is proud to be associated with the *be active* Corporate Cup – an iconic South Australian event which has, for many years, provided thousands of South Australians with a great opportunity to enjoy being active over the Winter and Spring Season. The *be active* initiative is all about taking every opportunity to be active in your life – like walking to the local shops rather than driving, getting off the bus a stop earlier and walking the extra distance, actively playing with the kids rather than just watching, or joining a sports team. If your looking for motivation over Winter – think about the National Physical Activity Guidelines which encourage us all to:

1. Think of movement as an opportunity, not an inconvenience – park further away and walk.
2. Be active every day in as many ways as you can – take the stairs rather than the lift.
3. Put together at least 30 minutes of moderate intensity physical activity, like a brisk walk, on most, preferably all, days. Get involved in the be active Corporate Cup by walking with your workmates in the 2km event.
4. If you can, also enjoy some regular, vigorous activity for extra health and fitness. If you enjoy a challenge, jog or run the 4 or 7km be active Corporate Cup. Set yourself a goal to achieve a personal best. And always remember – take every opportunity to *be active!*

For more information about *be active* @ work – visit www.beactive.com.au

Free Corporate Cup T-shirt!
First 6000 participants will receive a free t-shirt to show the rest of Adelaide they've taken up the challenge!

Naming Rights



Corporate and Platinum Partners



Gold and Silver Partners



Supporters



St John Ambulance
University of SA - Mawson Lakes Recreation Centre

SA Cricket Association
Instant Marquees/ Canopy Capers

