

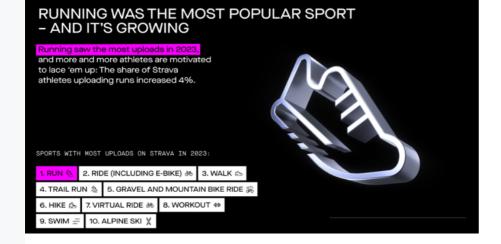


### Why do we run?

Strava has just released their 2023 Year In Sport Trend Report and the results are not only fascinating but also highlight many great reasons to sign up to the landmark 50th anniversary Lumary City-Bay!

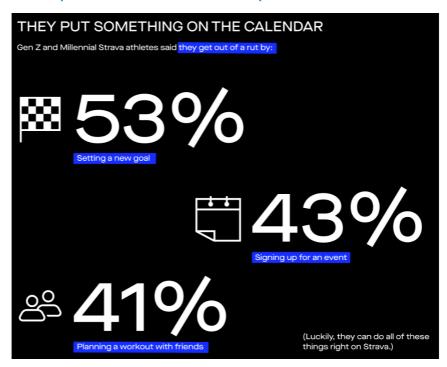
"In 2023, runners' motivation stayed at an all time high.
Running was the most-uploaded sport on Strava in 2023 and
saw a 4% increase in uploaded runs!"

With the Paris Olympics this year the 50th City-Bay on September 15th will be a Golden Jubilee celebration in more ways than one! Go for Gold and enter today!



# Setting a goal (53%) and entering an event (43%) were top motivators!

"Sometimes, getting out the door is the hardest part. Here's what helps Strava athletes stay consistent."





Super Early Bird Offer EXTENDED!

Now available until Jan 21st.

\$50 entry for the 50th + get \$250 credit vouchers - last chance to

#### secure this mega deal!

Speaking of setting a goal and entering an event you now have one last chance to enter the historic 50th City-Bay 2024 12km run/walk at our SUPER-EARLY BIRD DEAL of \$50 (save \$20!) and get \$250 in bonus credit vouchers from our sponsors! - The first 2,024 entrants (currently 350 left) to sign up by January 21st will receive in their confirmation email 5x \$50 vouchers from Sportitude, Chaffey Bros Wine Co, Fitchef, Artisans of Barossa, personalised online training from annaliptak.com, and a get-started training program from RunAsOne! Set up your running year with an epic occasion to look forward to - the historic 50th City-Bay!

**SIGN UP THE SUPER-EARLY BIRD DEAL BEFORE Jan 21st!** 



\$50

DEN VALLEY | BAROSSA CHAFFEY CASH

Delicious artisanal wines from epic low-yielding vineyards nestled among the pristine Barossa & Eden Valleys.

Multi-award-winning wines including:

"Omnia Nova" Barossa Syrah

(winner of Best Shiraz Trophy at this year's Royal Adelaide Wine Show)

"Not Your Grandma's Rosé"

(double gold-medal winner and Barossa's top-selling rosé between \$20-\$30)





## Fit Chef

**O** 

**USE CODE:** 

## \$50 VOUCHER

Discover a world of delectable flavours with Fit Chef Australia!

Our expert chefs transform locally sourced, premium ingredients into culinary masterpieces delivered directly to your doorstep From succulent proteins to vibrant veggies, every bite is a taste of excellence!

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## sportitude

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## ARTISANS

Less than an hour's drive from Adelaide, Artisans of Barossa has over 120 wines from eight family wineries.

A special offer for City Bay Early Birds: Come visit us this summer and enjoy a 2 for 1 Rarities tasting, a







\*INDIVIDUAL VOUCHER TERMS & CONDITIONS AND MINIMUM SPEND APPLY – VOUCHERS EMAILED WITH CONFIRMATION OF ENTRY.

#### **Lumary City-Bay Fun Run**

South Australia Athletics Stadium, Marjorie Jackson Nelson Drive, Mile End Australia You received this email because you signed up on our website or made purchase from

