



# CITY ≈ BAY

# 50

## YEARS OF FUN RUN 1973 - 2024

## 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!

## RUNNING WAS THE MOST POPULAR SPORT - AND IT'S GROWING

Running saw the most uploads in 2023, and more and more athletes are motivated to lace 'em up: The share of Strava athletes uploading runs increased 4%.



SPORTS WITH MOST UPLOADS ON STRAVA IN 2023:

1. RUN	2. RIDE (INCLUDING E-BIKE)	3. WALK
4. TRAIL RUN	5. GRAVEL AND MOUNTAIN BIKE RIDE	
6. HIKE	7. VIRTUAL RIDE	8. WORKOUT
9. SWIM	10. ALPINE SKI	

## 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:"*

### THEY PUT SOMETHING ON THE CALENDAR

Gen Z and Millennial Strava athletes said they get out of a rut by:

 **53%**  
Setting a new goal

 **43%**  
Signing up for an event

 **41%**  
Planning a workout with friends

(Luckily, they can do all of these things right on Strava.)



**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!**



EDEN VALLEY | BAROSSA

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

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# Fit Chef

AUSTRALIA



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saving of \$50.



Anna  
LIPTAK

# \$50 VOUCHER

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

### Lumary City-Bay Fun Run

South Australia Athletics Stadium, Marjorie  
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