

Color Run South Africa's final superhero tour kicks off in Stellenbosch

The Color Run South Africa has announced its final event of The Superhero Tour, taking place in Stellenbosch on 17 February 2018. For one last time, runners can don their capes, masks and wands, and run the happiest 5km race as their favourite superhero.

“The Superhero Tour has been one of The Color Run’s favourite themes,” says Trevor Latimer, national event coordinator, South Africa.



Have fun, do good

With over 11,500 Color runners participating in the Superhero Tour in Cape Town, The Color Run was able to raise a donation of R 85,000 which will go to a charity in the greater Cape Town area, thanks to the generosity of headline sponsor Capitec Bank. “Capitec’s sponsorship of this amazing event was not only based on its ability to bring together the diverse communities of South Africa, but also because it has allowed us to give back to the communities which support us.” says Francois Viviers, executive of marketing and communications at Capitec Bank.

“The Color Run enables our superheroes to have fun, while doing good. With its clearly defined ethos, we feel it’s the perfect partner for Heart FM,” says Marlo Poulse head of marketing for Heart FM – media sponsor for The Color Run, Stellenbosch.

While the start gun goes off at 8am, Color runners are encouraged to get to Hoërskool Stellenbosch early to soak up the vibe and get warmed up. The route takes most people between one and two hours to complete. Then, Color runners can get ready for the world-famous Finish Festival, which will have you jumping for joy in rainbow clouds of colour.

What heroes are made of

The Color Run's Superhero Tour acknowledges all the characteristics that define us as heroes. And, it applauds those nearest and dearest to us, and those further afield who inspire us and offer themselves as role models.

"Not only are we encouraging participants to celebrate themselves, and those who have mentored, cheered for, and positively influenced them, but this season, we're sending a #TCRHero to The Color Run in Paris," says Latimer.

Latimer encourages existing and would be superheroes to start compiling their stories for sharing, consider their charities, and fly over to www.thecolorrun.co.za for more information on The Superhero Tour and the competition rules.

As always, The Color Run is a devoted #WaterWarrior, and encourages all Color runners to get on board. We are committed to dry clean ups, and can help you get clean with a minimal amount of water. Please visit our dedicated [Water Warrior page](#) for all the information.

The super important details:

Date: 17 February 2018

Time: Start gun goes off at 8am – you should aim to be there by 7am

Place: Hoërskool Stellenbosch

Dress code: A super-fantastic superhero, real or imagined

Hashtag: #TheHappiest5k and #TCRHero #livebetter

Tickets: www.thecolorrun.co.za

For more, visit: <https://www.bizcommunity.com>