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***Press Release***

**FOR IMMEDIATE RELEASE:**

**Friday 25 November 2022**

# **SANTA DASH COUNTDOWN AS FESTIVE SPECTACULAR RETURNS NEXT WEEK**

**Pop-up shop at St Johns Shopping Centre  
open daily for sign-up and suit collection**

**BTR Liverpool Santa Dash on Sunday 4 December 2022**

**Sponsor Park Christmas Savings, official charity  
Alder Hey Children's Charity, media partner In Demand Radio,  
free bus travel from Arriva North West**

In just over one week Liverpool city centre will be transformed into a sea of red and blue for the 19<sup>th</sup> annual BTR Liverpool Santa Dash – with more than 4,000 already signed up.

This year's event takes place on Sunday 4 December 2022, and is sponsored by Park Christmas Savings, part of Liverpool-based Appreciate Group.

Official event charity is Alder Hey Children's Charity Surgical Neonatal Appeal, and official media partner is In Demand Radio. All three organisations are returning for a second consecutive year.

Support also comes from Arriva North West for a fifth time by inviting Santas to travel by bus into the city centre for free from across Merseyside on event day – as well as a free ride home afterwards.

Participants must be wearing their Santa attire and run number on the morning, and be displaying their medal afterwards. There is no cut off time post run.

Liverpool Santa Dash was created by BTR Liverpool Race Director Alan Rothwell – and is the UK's biggest festive 5K fun run.

Highly regarded as the city's kick-start to Christmas, the festive spectacular was first staged in 2004 and next year marks its milestone 20<sup>th</sup> staging – making it one of the longest established highlights in the city event calendar.

Time is quickly running out to register and Santa suit collection. Call into the Santa Dash pop-up shop, which is open seven days a week at St Johns Shopping Centre in Liverpool city centre.

The Santa Dash team joined in with the official switch-on of the Christmas lights at St Johns Shopping Centre, alongside the centre's dedicated charity of the year Everton in the Community. Specials guests included EitC Ambassador Ian Snodin and youngster nine-year-old Valentin.

The Santa Dash pop-up shop opened on 1 November and will continue to be open seven days a week through to Saturday 3 December – the day before the event. Located on the lower level near the Matalan bridge, opening times are Monday to Saturday 9.30am to 5pm, and Sunday 11am to 4pm.

Santas can also dash and fundraise for Alder Hey Children's Charity visit <https://www.alderheycharity.org/events/latest/liverpool-santa-dash/> Or make a donation at <https://www.justgiving.com/campaign/santadashah2022> - £3,500 has already been raised for the charity through this year's event.

**Neil Ashcroft, Director of St Johns Shopping Centre, commented:**  
**“We're delighted to see the BTR Liverpool Santa Dash return to St Johns Shopping Centre with its city centre pop-up shop for a sixth year. It's always a brilliant sight when you see groups of shoppers carrying their Santa suit goody bags through the centre against the backdrop of our centre looking truly festive – then you know Christmas is definitely on the way. Our team will be joining in the fun and dashing round the city with thousands of other Santas – and we cannot wait.”**

This year's Liverpool Santa Dash was officially launched in August in glorious sunshine aboard the iconic Mersey Ferry – much to the amusement of passengers who were greeted by a group of excited Santas.

Since it was first staged in 2004, the Liverpool Santa Dash has continued each year including a virtual format in 2020 during the Covid-19 pandemic when mass participation events were not permitted. The 1K Mini Dash for youngsters aged 12 and under was introduced in 2007, while blue Santa suits were launched in 2010.

BTR Liverpool is the leading independent organisation for creating, managing, and delivering headline running events across Liverpool City Region. The BTR event portfolio also includes the Tour Of Merseyside, Liverpool Skyline Half Marathon, Mersey Tunnel 10K, Port Sunlight Road Race 5K and 10K, and Run For The 97.

The BTR Liverpool Santa Dash is an accessible event open to everyone, from those running purely for fun to groups of fundraisers.

Each year Santas walk, jog, or run alongside wheelchair participants, families, groups of friends or colleagues – even tiny Santas in prams and even four-legged furry Santas.

The event acts as a platform for community groups, businesses, and charities to fundraise independently while taking part.

The BTR Liverpool Santa Dash 2022 sponsored by Park Christmas Savings starts at 9.30am from Pier Head Liverpool on Sunday 4 December. The 5K route takes in The Strand, Grade I Listed Royal Albert Dock Liverpool, and part of the city centre.

Katumba Drumming Band will spur on Santas to the grandstand finish line at Liverpool Town Hall – where they will be greeted by festive characters and ‘real’ snow.

The Mini Dash is for youngsters aged 12 and under. It starts at approximately 11am in Castle Street, once all Santas in the main Dash have completed the course. The youngsters follow a similar city centre route before crossing the finish line outside Liverpool Town Hall.

The entry fee covers all costs to organise and deliver the event including road closures, safety measures, Santa suits, medals, goody bags, and entertainment.

For full details visit <https://www.btrliverpool.com/santa-dash-event>

**Website**     [www.btrliverpool.com](http://www.btrliverpool.com)  
**Facebook**   **Facebook/BTR Liverpool**  
                  **Facebook/BTRLiverpoolSantaDash**  
**Twitter**     **@BTRLiverpool**  
**Instagram**  **@btrliverpool**



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Hashtag #BTRRaces  
#LiverpoolSantaDash  
#SantaDashDay

**ENDS**

**Notes to Editors**

**OFFICIAL EVENT IMAGES:**

Images by Paul Francis Cooper/BTR Liverpool

**OFFICIAL EVENT VIDEOS:**

BTR Liverpool Santa Dash 2022 – 17-second promo

<https://www.youtube.com/watch?v=qyC-ve27DhM>

BTR Liverpool Santa Dash 2022 – 3-minute official launch

<https://www.youtube.com/watch?v=xAk5fMy5LYI&t=13s>

Appreciate Group Liverpool Santa Dash 2021 – 10-minute official video

<https://youtu.be/ldwRUBnWQvE>

**About Park Christmas Savings:**

As the UK's largest family Christmas savings club, Park Christmas Savings helps around 400,000 families budget for Christmas on a short-term or year-round basis.

For further information on Park Christmas Savings visit [www.getpark.co.uk](http://www.getpark.co.uk)

- Twitter: @ParkChristmasUK
- Facebook: ParkChristmasSavings
- Instagram: @ParkChristmasSavings

**About Alder Hey Children's Charity's Neonatal Appeal:**

In September 2021, Alder Hey Children's Charity launched a £3m appeal to develop a state-of-the-art unit for newborn babies and their families.

The planned facility will cost £20m to build, with the Charity Appeal aiming to contribute £3m to provide 'over and above' enhancements and equipment for both the clinical space and family areas. This will help elevate it from a facility that provides families with a safe and secure environment for them and their newborns, to a truly world-class facility that wraps around families with the most vulnerable babies in the region.

<https://www.alderheycharity.org/>

**About In Demand Radio:**

In Demand Radio launched on DAB in November 2020 for Liverpool and the North West. At In Demand, Lee Butler takes prime position, hosting the



**EVENTS**  
**TRAINING**  
**RETAIL**  
**MEMBERSHIP**  
**COMMUNITY**

# *Press Release*

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'Brekky Butler' weekday breakfast show, as well as Plastic Surgery. The award-winning DJ also joins some of the best of local talent such as Steve Cocky, Rick Houghton, Dave Graham, Ian Longo, Billie Clements and Gemma Cutting, plus many international DJs such as Tiesto, Armin Van Burren, Roger Sanchez and Judge Jules, who all have weekly shows on the station.

[www.indemandradio.com](http://www.indemandradio.com)

## **About Mersey Ferries :**

The iconic Mersey Ferries is one of Liverpool's most popular tourist attractions and is a 'must do' experience for visitors to the city and a relaxing leisure cruise for residents of the Liverpool City Region. As well as taking hundreds of thousands of people out on the Mersey each year, Mersey Ferries also provides a range of exciting river cruises including Evening Cruises and Liverpool Bay Cruises.

[www.merseyferries.co.uk](http://www.merseyferries.co.uk)

## **About St Johns Shopping Centre:**

St Johns Shopping Centre is the largest indoor shopping centre in Liverpool and a leading centre in the North West region. Located in the heart of the city since 1969, St Johns is home to over 100 businesses, from local retailers to national brands, and is a hub for fashion, homeware, jewellery, fragrances and more. Retailers include JD Sports, Matalan, HMV, F.Hinds, and the official LFC Store.

<https://stjohns-shopping.co.uk/>

## **About Arriva North West:**

Arriva is a leading provider of passenger transport across Europe, employing around 40,000 people and delivering around 1.2 billion passenger journeys across 13 European countries.

We are part of Deutsche Bahn (DB), one of the world's leading passenger and logistics companies. With buses, trains, coaches, trams, waterbuses, car and bike-sharing systems, as well as on-demand transport solutions, Arriva proudly connects people and communities safely, reliably and sustainably, delivering these services in a better way, every day.

The activities of Arriva are divided into four lines of business: UK Bus, UK Trains, The Netherlands, and Mainland Europe. Arriva has operations in the Czech Republic, Croatia, Denmark, Hungary, Italy, the Netherlands, Poland, Portugal, Serbia, Slovakia, Slovenia, Spain, and the United Kingdom.

[www.arriva.co.uk](http://www.arriva.co.uk)

## **About BTR Liverpool:**



**EVENTS**  
**TRAINING**  
**RETAIL**  
**MEMBERSHIP**  
**COMMUNITY**

# Press Release

BTR Liverpool is the leading independent organisation for creating, managing, and delivering headline running events in Liverpool City Region. The team stage a number of headline events annually, which continue to develop and grow year on year.

Established in 2006, BTR Liverpool prides itself on the quality and delivery of its events; its strong links with the running community; and engagement with local charities.

Its event portfolio includes the Liverpool Skyline Half Marathon; Liverpool Santa Dash; Mersey Tunnel 10K; Port Sunlight 10K and 5K; 52-mile Tour Of Merseyside; Run For The 97 5K; and If You Know Your History 5K.

BTR Liverpool Race Director Alan Rothwell has been part of the running community since he began racing as a teenager, which developed into race organising over 20 years ago. Alan's own personal achievements include finishing 42 Marathons in a 25-year period – including running the London Marathon 22 times; the New York Marathon six times; as well as the Liverpool and Stockholm Marathons.

[www.btrliverpool.com](http://www.btrliverpool.com)

## **BTR RUNNING EVENTS 2022:**

- Sun 4 December: BTR Liverpool Santa Dash (5K / 1K Mini Dash)
- Sun 12 December: Grinch 5K
- Sat 31 December: 5K Winter Series – Winter's Trail

## **BTR RUNNING EVENTS 2023:**

- Sat 26 March: BTR Liverpool Skyline Half Marathon / 10 Mile Road Race
- Sun 16 April: BTR Mersey Tunnel 10K
- DATE TBC: Run For The 97 5K / 1 Mile Fun Run
- DATE TBC: Port Sunlight Road Race (10K / 5K / 1K Fun Run)
- Sun 25 June – Sat 1 July: BTR Tour Of Merseyside (52 miles)

## **BTR Media Contact:**

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