



THE 2021 VIRGIN MONEY LONDON MARATHON – FACT SHEET

The world's greatest marathon, in London or from wherever you are – it's your chance to do it your way as one of a record 100,000 participants.

ABOUT THE VIRGIN MONEY LONDON MARATHON

EVENT BACKGROUND

The Virgin Money London Marathon is the largest annual one-day fundraising event on the planet – participants have raised more than £1 billion for good causes since the first race in 1981 – and today charities need the funds it generates more than ever.

THE WORLD'S BIGGEST-EVER MARATHON

This year's Virgin Money London Marathon on Sunday 3 October is set to be the biggest marathon ever staged anywhere in the world, with an incredible 100,000 runners scheduled to take part. There will be 50,000 participants on the traditional course from London's Blackheath to The Mall – an increase of more than 7,000 on the previous finisher record – while another 50,000 people run the 26.2 miles in a virtual event around the globe.

The physical and mental health benefits of being active have been brought sharply into focus during the pandemic, and this biggest-ever London Marathon offers more people than ever before the chance to experience these benefits, while also greatly increasing fundraising opportunities for charities.

THE VIRGIN MONEY LONDON MARATHON – YOUR RUN, YOUR WAY!

The first virtual Virgin Money London Marathon was held in 2020, when 37,966 runners completed the event, which was awarded an official Guinness World Records title for the Most users to run a remote marathon in 24 hours. Following on from this success, we're again inviting participants to run the 26.2 miles their way, joining up to 50,000 runners up and down the UK – and across the world.

The virtual 2021 Virgin Money London Marathon will take place on Sunday 3 October and participants will have 23 hours, 59 minutes and 59 seconds (from 00:00:00 to 23:59:59 BST) to complete the distance, which they can choose to run, walk or jog – participants of all abilities are welcome.

THE ENTRY PROCESS

On 8 February, everyone who entered the 2021 Virgin Money London Marathon Ballot found out if they had been offered a place in the in-person event.

Those who have been successful in the ballot are encouraged to use their place to run for charity, and those who are unsuccessful are directed to lists of charities that have guaranteed places in the 2021 Virgin Money London Marathon.

Unsuccessful entrants were given an exclusive eight-day early entry window into the virtual 2021 Virgin Money London Marathon, before places went on sale to the general public. ▶

SUPPORT FOR PARTICIPANTS

To make each participant's journey to the Virgin Money London Marathon Start Line (real or virtual!) as easy as possible, a large range of support materials and training guidance from Virgin Money London Marathon experts will be available on our website, via newsletters and on our social media channels – including Facebook Live Q&A sessions. Participants who run for charity will also be able to benefit from the help and advice the organisation they are supporting offers.

ENHANCING THE VIRTUAL EXPERIENCE

We want virtual 2021 Virgin Money London Marathon participants to experience the same excitement and sense of occasion as those who'll be running through the streets of the capital.

While the Official Virgin Money London Marathon App, powered by TCS, will allow all participants to track and log their 26.2 miles, its special features will really help bring the virtual experience to life, with an exclusive audio commentary featuring famous voices providing a memorable soundtrack to the day.

All runners in the virtual Virgin Money London Marathon will also be sent an official running number in the post before the event, which they can wear on Sunday 3 October to ensure they get cheers of support from the communities they run through.

A CHANCE TO BE CREATIVE

In addition, those taking part in the virtual 2021 Virgin Money London Marathon will be able to be creative with the challenge that lies ahead – something that's emphasised by the event strapline: Your Run, Your Way.

Ideas for personalising the virtual experience include:

- Being dropped 26.2 miles from home and running back to a hero's welcome
- Completing each mile with a different running buddy, sharing the challenge with friends and family
- Getting together with a group of friends to walk the 26.2 miles together
- Creating a unique course that visits the homes of friends and family so they can set up outdoor drinks stations for a refuel and catch-up over an energy bar

With loved ones and their community supporting them, participants in the virtual event will be joining many thousands of runners in the biggest-ever celebration of everything the London Marathon embodies – fun, fundraising, fancy-dress and human togetherness, all over the world.

THE 2021 VIRGIN LONDON MARATHON POINTS TO NOTE

- Entrants must be 18 or over on Sunday 3 October 2021
- All 26.2 miles must be completed on Sunday 3 October 2021
- Participants need to observe current government guidance on social distancing while training and during the event
- The 2021 Virgin Money London Marathon App, powered by TCS, will require the participant to enable GPS to track their 26.2 miles
- Tracking information will be used to produce the individual certificate unique to the participant
- The virtual 2021 Virgin Money London Marathon is not held on closed roads
- Runners are responsible for their own nutrition and hydration during the virtual event
- All virtual event participants will be asked to upload proof of their time and official results will be published
- Participants in the virtual event may be eligible to apply for a Good for Age or Championship place in the 2022 London Marathon and for the London Classics medal – if they do so they will be asked to provide supplementary evidence. Further information will be published in the run-up to Marathon Day
- Visit our website for comprehensive lists of [FAQs for charities](#)