Fix Events appoints Brandnation to handle MoRunning event PR and influencer marketing

May 2019

Fix Events, a leading sporting events organiser, has appointed Brandnation to handle the PR and influencer marketing for the MoRunning race series.

Brandnation has been handed a brief to raise awareness of the 10th anniversary of the MoRunning event series across the UK in conjunction with the Movember Foundation.

The London-based agency will create increased event awareness and drive ticket sales and event participation at each of the events through an integrated PR strategy. They will also be responsible for executing influencer marketing to increase awareness with the target consumer.

MoRunning is a series of 1.5km, 5km and 10km runs taking place across the UK and Ireland during November, supporting the Movember Foundation, to raise vital funds and awareness around men's health. With 24 locations to choose from, as well as a virtual run, which can take place anywhere in the world, there is a MoRun out there for everyone!

The 2019 series will celebrate the theme of '10 Years Healthy with MoRunning' commemorating some of the remarkable stories of recovery and the fundraising efforts of participants for men's health.

Tickets for the series will be available to buy from the middle of June at www.mo-running.com.

Mary Killingworth, managing director at Brandnation said: "We're delighted to be working with the team at Fix Events to bring our brand of influential communications to their marketing efforts.

"Through MoRunning the company has done an amazing job in raising awareness for men's health. We can't wait to help continue this work around the 10th anniversary and get more people active."

David Krangel, owner of The Fix Events, adds: "We have great hopes for 2019 to be our biggest year yet, with more money raised for the Movember Foundation and sign-ups for our MoRunning events than ever before. It's great to have Brandnation on-board to help achieve this."

For more information please contact alex@brandnation.co.uk or call 0207 940 7183

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