



**Chester**  
**BID COMPANY**  
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## **CH1ChesterBID secures city centre finish for Chester Half Marathon**

We are delighted that CH1ChesterBID are an Associate Sponsor for the [Chester Half Marathon](#) on Sunday 17th May 2015. As a result we have secured a city centre finish to enable you to take full advantage of the increased footfall.

In 2014 more than 70,000 people were in the city centre on the day of the race - the busiest Sunday of the year by far - so we simply had to make sure it stayed in the heart of the city in 2015 - our first year as a Business Improvement District.

Marketing activity has already started with a press release send out to all local newspapers and websites. In addition, we have an [A5 colour advert](#) in the race booklet which will be distributed to all 7,000 runners who participate in the half marathon.

Don't miss out, reach over 100,000 local people via our e-marketing offers.

If you are a BID member send us an exciting offer which will need to be valid from Sunday 3rd May (two weeks before the half marathon) until Sunday 31st May (two weeks after). Email your offer to [julie.charlton@ch1chesterbid.co.uk](mailto:julie.charlton@ch1chesterbid.co.uk) by 17th April 2015.

For your information, here is a list of the [road closures](#) made by order of CWaC. Although the list is not finalised, we don't expect any changes from what is listed.