

British 10k London Run 2014



“
We wanted to show our respect to all the selfless servicemen and women who made the ultimate sacrifice for this Country. I'm really proud to take part and to support Help for Heroes during the centenary year of World War One.”
”

Brian Riis Nielsen, Country President





The British 10K London Run is staged on the world's greatest road race route through the heart of central London passing many of the capital's truly world class historic landmarks.

The event

2014 marks the 100th anniversary of World War one and brings in to focus the sacrifices made by service men and women over the years.

The event, one of the biggest 10K runs in the country, saw the runners set off from Piccadilly, through the heart of central London, passing many memorials of past conflicts and a number of the City's historic landmarks including The Ritz, St James' Palace and the Houses of Parliament.

Securitas officers lined the route, keeping it clear for runners whilst also ensuring the safety of the public. But Securitas' involvement didn't stop there. Members of the executive team and several managers from across the business took part in the race to raise money for Help for Heroes, one of Securitas' chosen national charities.

With the day starting gloomy and wet, this didn't dampen the atmosphere of the event or the enthusiasm of the team. There were more than 25,000 runners, all in high spirits ready to take on the challenge, and of course, not forgetting the crowds of supporters lining the route to support their family, friends and colleagues.

The real winners

Charities depend on the goodwill and effort of their supporters to survive, as 2014 marked the 100th anniversary of World War one, Securitas chose to raise money for Help for Heroes.

Help for Heroes delivers an enduring national network of support for those who have suffered life changing injuries and illnesses and their families. Inspiring and enabling those who have made sacrifices on our behalf to achieve their full potential.

For more information on how you can get involved, visit the Help for Heroes website: <http://www.helpforheroes.org.uk/>



Take a look at the Securitas Pinterest page to see photos from the day

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“ It was a privilege to participate in the British 10K London Run cheered on by thousands of spectators and over 200 Securitas stewards in support of such a worthy a cause as Help for Heroes. I am not exactly built for distance running and this event certainly challenged me physically and mentally. Nevertheless I now have set a time and with some training will try to better it at next year's event, which hopefully will have many more colleagues taking part. ”

Andrew Anchors,
Area Director

“ We all set off some quicker than others however the main objected was to get to the finish line, we all managed to get round with great support from the crowd and some great sights around the course. ”

Simon Taylor,
Branch Manager

“ Bring on next year... Sunday was an excellent event and the support from the Securitas Stewards around the course was fantastic! ”

Lucy Stoud,
HR Business Partner

