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## **Budapest Airport, Nike, Wizz Air & anna.aero unite to organise *bud:runway run*: "The Race to find the Fastest Aviation Runners in the World"**

Leaders from the world's airlines, airports and other partners in the air transport community are being invited to take part in a 12km race on the runway of Budapest Airport in an event billed as "the race to find the fastest aviation runners in the world", in aid of children's cancer charities and other good causes.

The opportunity to run on the runway of a major airport is a very rare privilege in daylight, but Budapest Airport will close runway 13R-31L for just a few hours on Saturday 6 September so that "bud:runway run" can take place in bright central European sunshine, with an 11h00 mass start for 1,000 lucky runners drawn from the world's aviation community. Runners will compete in what is expected to become a serious competitive race for top individual category prizes including the Fastest Airline CEO and other highly desirable team prizes for the fastest airline, fastest airport, and further team and individual categories covering a range of air transport partners, tourism agencies and media.

### **Key winning categories for anna.aero-Budapest Airport "Golden Cake Trophies" and Wizz Air Ticket and Tour Prizes:**

- Fastest male/female runner
- Fastest Airline Team – "The Fastest Airline in the World"
- Fastest Airline CEO (male/female)
- Fastest Airport CEO (male/female)
- More award categories – for other air transport partners, tourism agencies & enterprises, media etc
- A Finisher's Medal for every entrant – plus gift bag and collectible souvenir shirt

### **Wizz Air Platinum Sponsor and Official Carrier**

"bud:runway run" has been organised by an expert coalition of race host Budapest Airport, Nike, Wizz Air and anna.aero, with Wizz Air (Budapest's largest airline customer with 36 routes) serving as both the race's Platinum Sponsor and Official Carrier. Meanwhile Nike Sport will provide marathon-grade race organisation, including expert marshalling and chip timing, while anna.aero will use its reach to 100,000 unique visitors to its specialist news and analysis website to broadcast the event to the world's air transport community.

As official carrier Wizz Air will be offering discount fares, while special rates are also being negotiated with partner hotels, allowing participants and their families to take an extra late-summer weekend break in Budapest where temperatures frequently hit highs of 25-30C through end-September. Furthermore, on race day, all competitors will be looked after in the comfort of the airport's former Terminal 1 – a protected building which is now the Budapest Airport Event Center – providing excellent facilities for race preparation, recovery, entertainment and other comforts, with the prize-giving taking place in the historic former departures lounge itself.



Photo Caption: Budapest Airport will close runway 13R-31L for just a few hours on Saturday 6 September so that “bud:runway run” can take place. First and foremost this is a charity event – but as almost all airlines and airports already give generously to their own charitable commitments, there’s no need for participants to raise large sponsorship targets – competitors just have to pay an entrance fee (€75 for individuals or €50 per runner for team entries) with 100% donated to the benefiting charities.

Jost Lammers, Budapest Airport’s CEO comments: “We want the world’s next great, must-be-at aviation event to be this race and not just another industry conference or exhibition. Budapest Airport is tremendously proud to be the race founder and, along with our race partners, I appeal to air transport leaders everywhere to take part in something which will demonstrate to the world that we can get together in aid of some truly great causes.”

To register your interest visit: <http://www.anna.aero/budrunwayrun>

### Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 49.67% stake, together with Caisse de dépôt et placement du Québec (18.17%), Malton Investment Pte Ltd. (18.17%), Aero Investment S.á.r.l. (10%) and KfW IPEX-Bank GmbH (4%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport’s services to 99 destinations across 34 countries.
- Budapest Airport’s route development already announced for 2014 include:
  - Jet2.com twice-weekly service to Leeds Bradford, starting 3 April
  - transavia.com France thrice-weekly service to Paris Orly, starting 15 April
  - Wizz Air weekly service to Alicante, starting 14 June
  - Vueling thrice-weekly service to Barcelona, starting 20 June (in addition two Easter flights will be offered on 17 and 21 April.)
  - Wizz Air twice-weekly service to Kutaisi, starting 30 September

To find out more on Budapest Airport, visit [www.bud.hu](http://www.bud.hu)

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