



Return of Kia Race Series / Kia Race Series Returns

- Innovative Race Series Returns after Covid enforced break**
- €27,000 Prize Fund**
- Fionnuala McCormack resumes role as Brand Ambassador**
- 7 Races Series starts March 17th in Portlaoise**

Kia Ireland and Pop Races have announced the return of the popular Kia Race Series following a two year enforced break .

This year's series sees the introduction of an exciting new team competition with a guaranteed prize pot of €15,000 . Added to a prize fund of €5,000 for the individual competition and €7,000 available for new course record bonuses this year's Series prize pot totals €27,000.

The Kia Race Series will start in March with the Streets of Portlaoise 5k. The Dunshaughlin 10k a firm favourite with runners is taking place in June. There is the introduction of a new race the Cork City 10 Mile in August, the first of the series to take place in Munster. To view more information about the prize structure, or to enter on-line go to <https://www.popupraces.ie/kia-race-series-2022/>

“ We are delighted that the Kia Race Series is returning “ commented Aidan Doyle, Head of Marketing & PR at Kia Ireland. “We were extremely pleased with the reaction of the Irish running community when Pop Races launched this initiative back in 2018 and we are very confident that the Series will go from strength to strength in 2022 .We are also delighted that Fionnuala has returned as Brand Ambassador and look forward to seeing her compete in the series “

Brian Conroy, of Pop Up Races said: “As Ireland’s leading race timing and event management company, we are passionate about running. We pride ourselves on working with local race/club directors in the Kia Race Series to deliver a quality race from start to finish.”

The KIA Race Series 2022

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| • Streets of Portlaoise 5k | March 17th, 11am |
| • Streets of Kilkenny 5k | April 14th, 7:30pm |
| • Bob Heffernan 5k, Enfield | May 17 th ,8pm |
| • Dunshaughlin 10k | June 18th, 7:30pm |
| • Roscommon 10 Mile | July 2nd, 11:30am |
| • Edenderry 10 Mile | July 10th, 9:30am |

- Cork City 10 Mile August 20th, 5.30pm
ENDS

Notes to Editors:

About Kia Race Series

- Elite runners will be invited to each event and will receive complimentary entry.
 - This year, race organisers have moved from offering access to the car as prize for overall series winner to cash prizes.
 - There is a guaranteed prize pot of €27,500 on offer. Athletes must compete in four out of seven races, with the lowest combined points scores over those 4 races winning the series, as per previous years.
 - There is a €1,500 cash prize for the overall male and female series winner with €1,000 for the second placed male and female
 - There will be €500 course record bonuses on offer for both the male & female course records at every event. (7 x €1,000 in bonuses)
 - Team - There will be a €15000 prize pot for team prize, €7000, €5000, €3000 for top 3 teams.
 - Teams will consist of 6 participants, 3 male/3 female.
 - Teams will be scored based on placings in the race, and the team winner from each race will get 10points, 9 for second and so on down to 1 point for 10th place team. The team with the highest points at the end of the series will be overall winner.
 - Teams must be from Athletics Ireland affiliated clubs.

About Pop Up Races

- Founded in 2014 by brothers and running enthusiasts, Brian and Dave Conroy, Pop Up Races is Ireland's leading race timing and event Management Company. As well as chip timing, the company provides strategic event management services, ranging from pre-race planning right through to post-event evaluations. For more information, visit: www.popupraces.ie.