

# LONDON MARATHON

2024

Sunday, 21 April



**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

CONSULTANCY  
SERVICES

# LONDON MARATHON 2024



## Your runner's guide

You're running the TCS London Marathon for us. Thank you. This guide will tell you all you need to know about the day. Share this with your friends and family so that they can find our cheer points and we can all make a racket for you together. If you've any questions, give us a shout. Otherwise we'll see you as you race past and at the end.

## Why it's important

"Diabetes created daily obstacles for my grandfather. Despite this, he tried to live a relatively normal life, which I am incredibly thankful for because I got to be part of it. This was hugely down to the hard work Diabetes UK has put in over many years. Their growing understanding, research and support enabled people like my grandfather to be the person he wanted to be. I am very thankful for the opportunity to run and give back to the charity."

Will, London Marathon 2023

## Getting ready

The Running Show is where you will collect your race number, timing chip and find out which area you will be starting in. The 2024 TCS London Marathon Running Show will take place from **Wednesday, 17 April to Saturday, 20 April 2024** at ExCeL London. You must attend and collect your number in order to run on the day.

If you've got one of our running tops, don't forget to wear it. Iron your name on the front so we can see you coming and the crowd can chant your name as you pass our cheer points. If you need more iron-on letters, just let us know. Please stick your race number below your logo so everyone knows who you're running for.

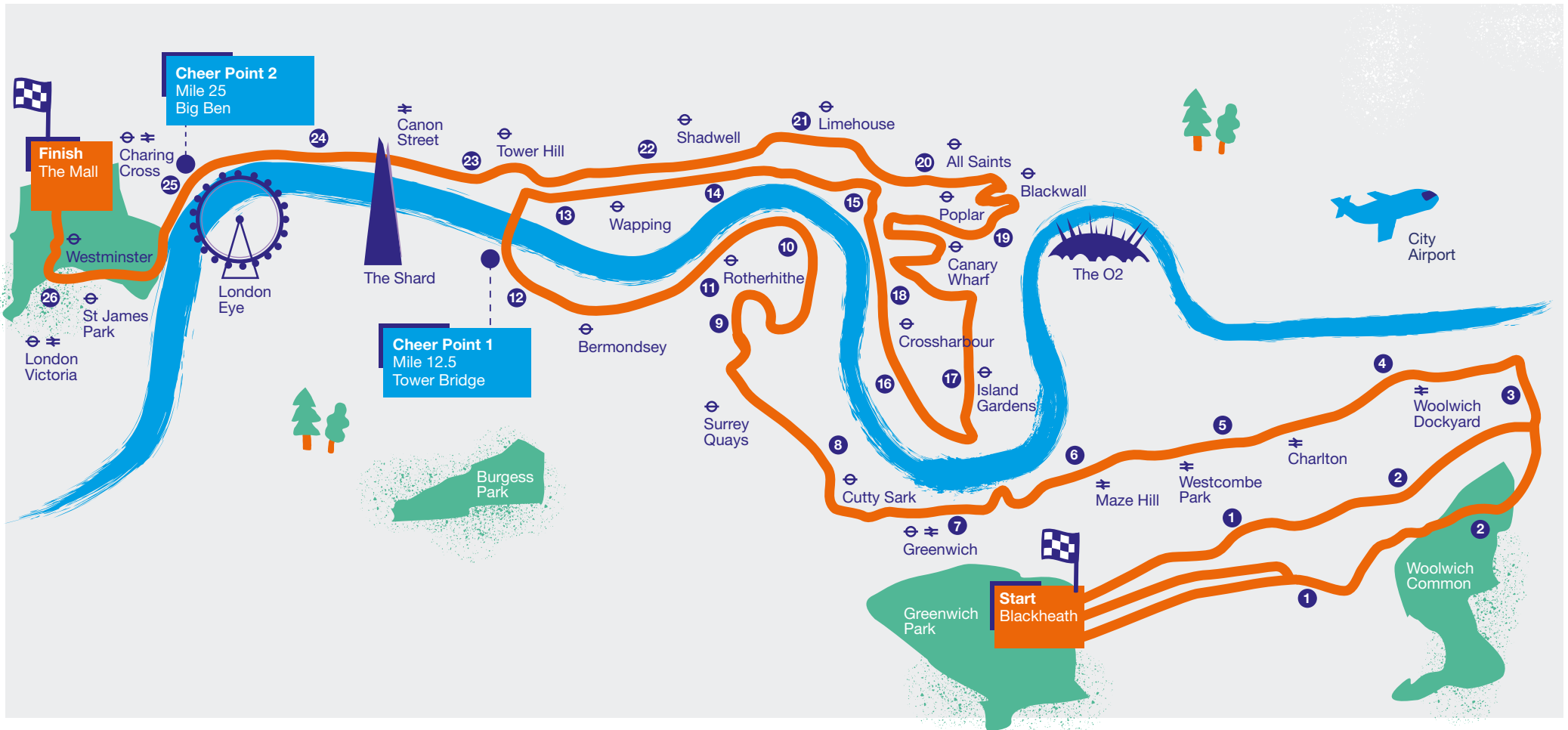
## Social media

If you're on Twitter, Facebook or Instagram, then get sharing. We'd love to see your pictures and posts about the day. And don't forget to share your JustGiving link with all your followers. You're about to run 26.2 miles so it's the best day to get those donations flooding in.

Don't forget to use **#TeamDUK** and **@DiabetesUK** in your posts.



The British Diabetic Association operating as Diabetes UK, a charity registered in England and Wales (no. 215199) and in Scotland (no. SC039136). A company limited by guarantee registered in England and Wales with no. 00339181 and registered office at Wells Lawrence House, 126 Back Church Lane London E1 1FH. © Diabetes UK 2024.



### Feel the noise

Never underestimate the power of hearing your name yelled to perk you up, or drive you on even faster. Look out for our big blue cheer points along the route and encourage your friends and family to join us.

### Cheer point 1

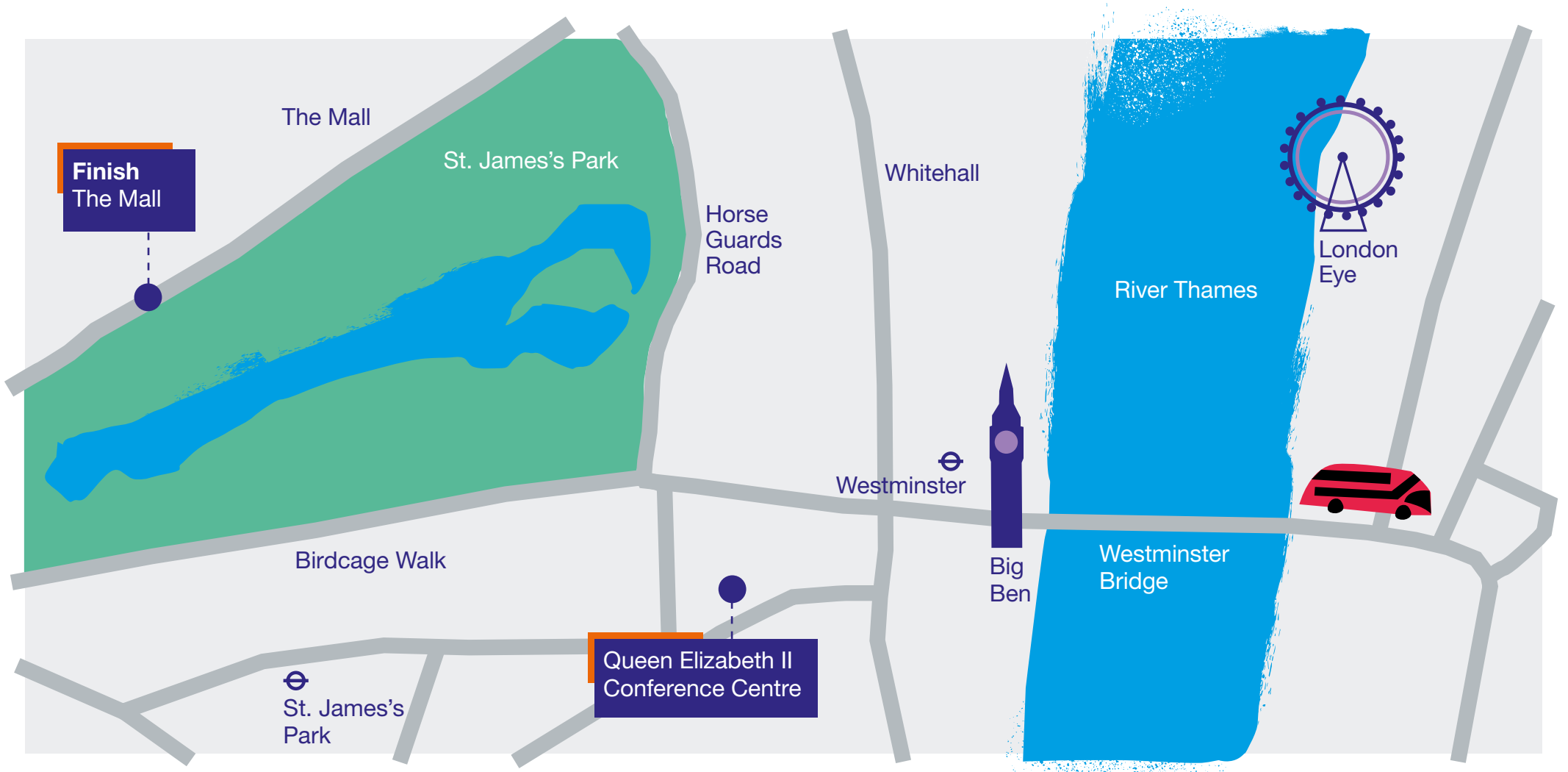
**Mile 12.5 – Tower Bridge**  
 As you approach Tower Bridge, you will see us on the right hand side of the road outside The Tower Bridge Arms pub. We'll give you a loud cheer as you come past, so give us a smile and a wave. (Nearest tube is London Bridge). The What3Words location is: wiping.upon.bossy.

### Cheer point 2

**Mile 25 – Big Ben**  
 Look out for us as you run past Big Ben, we will be on the left hand side of the road. We'll be directly in from the iconic landmark, so you won't miss us. (Nearest tube is Westminster). The What3Words location is: vines.tile.spun.

### Got a question

Email us: [events.fundraising@diabetes.org.uk](mailto:events.fundraising@diabetes.org.uk)



**Celebrate with us**

Celebrate your amazing achievement with us at the #TeamDUK cool down party. We'll have refreshments including food, a very well-deserved sports massage and lots of photo opportunities.

**Where**

Queen Elizabeth II Conference Centre, Broad Sanctuary, Westminster SW1P 3EE

**Directions**

From The Mall walk north along The Mall. Turn right onto Horse Guards Road. At Birdcage walk turn left. Turn right onto Storey's Gate then left into Queen Elizabeth II centre.

**When**

12pm to 6.30pm  
The finishing area at the marathon gets really busy and mobile reception is often patchy. So feel free to use our cool down party as a meeting point for friends and family, they're very welcome to come along.