

**MH SURVIVAL OF THE FITTEST 2010 10,000 CHALLENGERS THREE CITIES**

# THE NATURAL SELECTION

Forget Julius Caesar and his Roman army. When it comes to Britain's latest - and toughest - series of urban adventure races, thousands came, saw and conquered in October. And now we're throwing down the gauntlet for *Men's Health Survival of the Fittest 2010*. No pain, no gain? Well, when in Rome...



**M**ake no mistake, *Men's Health Survival of the Fittest* is a battle: against the elements, against the clock, against that little voice in your head telling you you'll never make it - and for bragging rights across the British Isles.

Our annual showpiece - sponsored by our friends at Land Rover - is now one of the most eagerly anticipated events on the adventure racing calendar, and will celebrate its third year in October with a record 10,000 places up for grabs. Again, three races will take place on consecutive weekends: in the cities of Cardiff, Nottingham and Edinburgh - flying the flags for their respective home nations. The latter two in particular should be heavily motivated, after Wales ran away with the fastest nation title in 2009, their victorious laughter echoing across the valleys as the English and Scots limped home to their respective ends of this island.

The events' formats are as straightforward as they are fiendish: 10 kilometres to each

finish line, with 10 obstacles blocking your path. From the hay bale scramble at the start line - the *hors d'oeuvres* if you will - to the merciless *coup de grace* of the imposing *Men's Health Wall* at the finish, *Survival of the Fittest* takes no prisoners. It's competition, achievement and endurance in all of their muddy glory; and that's what makes the cocktail of victory at the finish line all the sweeter. (Especially when it comes in a pint glass and is shared with dozens of fellow competitors).

Entry to each *Survival of the Fittest 2010* race costs just £36 - including a free Under Armour official race T-shirt worth £20, plus official goodie bag bulging with gifts and a free post-race massage courtesy of For Goodness Shakes! - with entry at [mhsurvival.co.uk](http://mhsurvival.co.uk).

It's not just the fittest who need apply though - it's the fastest too: last year's events were sold out early, so apply fast to avoid disappointment. And remember: Your country needs you. Particularly if you're Scottish or English.

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| <p><b>CARDIFF</b><br/>Sunday 3 October 2010</p>  | <p><b>NOTTINGHAM</b><br/>Saturday 9 October 2010</p>  | <p><b>EDINBURGH</b><br/>Sunday 17 October 2010</p>  | <p><b>WHAT'S IN IT FOR YOU?</b></p> <ul style="list-style-type: none"> <li>● A survivor's medal</li> <li>● A technical Under Armour race shirt worth £20</li> <li>● Post-race recovery massage from For Goodness Shakes!</li> <li>● A finisher's goody bag</li> <li>● And a killer workout!</li> </ul> |
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**Men's Health SURVIVAL of the FITTEST**  
POWERED BY LAND ROVER



OFFICIAL SUPPLIERS




Land Rover is proud to be headline sponsors of this year's *Men's Health Survival of the Fittest* series. You'll be seeing the new Discovery 4 (left) on the *Survival* courses this October. Land Rover vehicles have a perfect mix of style and capability; much like you'll need when you take part in *Survival* this year.