

# *Press Release*

17 July 2014



## **Securitas supports London 10K Run on two fronts**

Around 25,000 runners enjoyed a safe and well-organised event last weekend as over 200 Securitas officers ensured the Vitality British 10K London Run was a great day for competitors and spectators alike.

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 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 watching the race. Officers were also stationed at specific locations to assist runners at the beginning and end of the race.

But Securitas' involvement didn't stop there. Four members of the executive team, including Country President, Brian Riis Nielsen, along with several managers took part in the race to raise money for Help the Heroes.

Brian said: "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 the First World War."

Mike O'Reilly, event founder and race director for the event, commented: "Securitas has been providing The Vitality British 10k London Run, the UK's largest non-televised road race through the heart of central London, with effective on-course and crowd management stewarding for thirteen consecutive years. The fact that Securitas has had such a long association with the event speaks for itself."

End

---

Securitas is a global knowledge leader in security. From a broad range of services of specialised guarding, technology solutions and consulting and investigations, we customize offerings that are suited to the individual customer's needs, in order to deliver the most effective security solutions. Everywhere from small stores to airports, our 300,000 employees are making a difference.