



# LGN Wellbeing

## 2026 Advertising Industry 5km Run *sponsored by Magic Sauce*

Sponsored by



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### Thursday 27th August – Regents Park

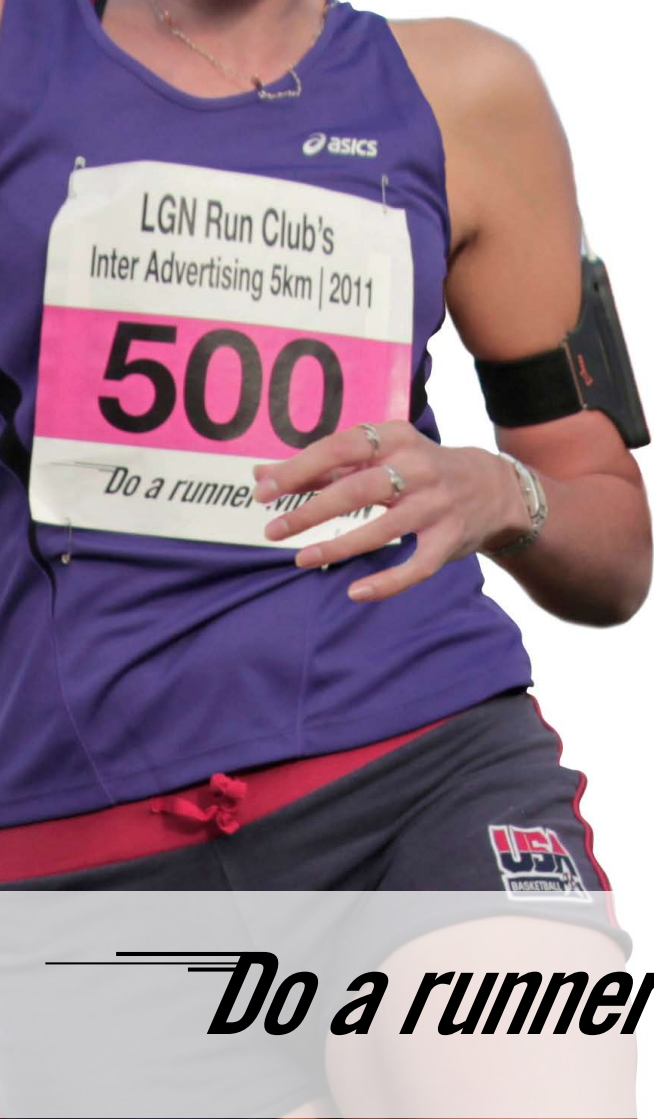
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### Information and team entry

#### Previous LGN winners:

- 2025 Dentsu
- 2024 OMG UK
- 2023 Sky
- 2022 Dentsu Aegis Network
- 2021 VCCP
- 2020 Covid-19 delayed play
- 2019 Dentsu Aegis Network
- 2018 GroupM
- 2017 Dentsu Aegis Network
- 2016 OMG UK
- 2015 Dentsu Aegis Network
- 2014 Dentsu Aegis Network
- 2013 OMG UK
- 2012 OMG UK
- 2011 OMG UK
- 2010 DDB London
- 2009 McCann
- 2008 DDB London
- 2007 DDB London





LGN's annual industry 5km run celebrates its 18th edition in 2026, and we look forward to celebrating with our ad-land family – so ditch the Cover & Frequency analysis and don a headband to share running joy and our post-race licensed bar.

**VIDEO:**

Take a peek at LGN's 5km fun [here](#).

**FACT:**

**Dentsu** won the iconic LGN team title and the Most Improved Team trophy in 2025.

**QUESTION:**

Who will claim 2026 industry bragging rights?

***Do a runner with LGN***



## LGN Wellbeing Advertising Industry 5km Run *Sponsored by Magic Sauce*

**Date:** 27th August 2026

**Time:** 6pm race start

**Team competition:** Fastest 5 men & 5 women

**Location:** Beautiful Regents Park - Hub Bar & Cafe

**Course:** Flat & fast 5km run

**Course map:** [Click here](#)

### **Records:**

Neilson Hall (iProspect) 14mins 43 secs &  
Sandy Wilson (Sky Media) 17 mins 44 secs.

## LGN Run Clubs

LGN Run Clubs have provided in-house Run Club training for clients such as JLL, Forsters, Unilever, Omnicom, BP, Investec & Mercer.

Check out our 60sec Run Club video [here](#)

If your team would like to use LGN's Run Club coaching service in preparation for the 2026 LGN Wellbeing Advertising 5km run please email us via:

**info@lgnwellbeing.com**

*Do a runner with LGN*



# LGN Wellbeing Advertising 5km Run sponsored by Magic Sauce

## Entry Form

**Date:** Thursday 27th August 2026

**Location:** Regents Park – Hub Cafe

**Time:** 5pm arrival, 6pm start

**Booking Deadline:** 30th July 2026

Team Name .....

Team Captain .....

Number of race entries required

Address .....

.....

Email.....

Contact telephone.....

**Cost** – £37 (+ VAT) per runner

Purchase order number (if required): \_\_\_\_\_

### APPROVED SIGNATURE

#### Payment options:

- A) Pay via invoice, please supply invoice details and PO number if required email [info@lgnwellbeing.com](mailto:info@lgnwellbeing.com)
- B) Pay via online payment, please [click here](#)

#### Event Disclaimer / Terms and Conditions:

By completing this form, the above company has confirmed entry to the LGN Wellbeing Advertising 5km Run sponsored by Magic Sauce and is committed to paying the entry fee of £37 + VAT per runner. Please note no refunds are available after 14th August 2026, however, LGN will help facilitate runner name swaps up to and including on race day.

I accept the following terms for myself and on behalf of any participants I enter in this event, all of whom have been provided with a copy of these terms and accept them:

I declare that the information on this form is complete and correct. I understand and agree that I participate in this event at my own risk and that I must rely on my own ability in dealing with all hazards. I agree that no liability whatsoever shall be attached to the promoter, promoting club, meeting sponsor(s) or member of the promoting club in respect of any injury, loss or damage suffered by me on or by reason of the event, however caused.

I consent to publication of my name, club, race category, race number, finishing time and race position in race pre-entry and results lists.

*Do a runner with LGN*





