
The Night Nation Run - the World Running Music Festival

The Night Nation Run is the World's first Running Music Festival. What's that? Well, a running event embedded in the context of a Dance festival and all the shebang that comes with it, e.g. lasers, music, etc. A musical voyage filled with live music, lights, lasers, all framed within the context of the latest Dance Music. The underlying idea is to eventually end up at the finish line, be it through crawling, skipping, walking, dancing or running your way through parkour with music serenading you along the way through an illuminated course that is paved with stages manned by performers and DJs and an afterparty waiting at the finish line.

Touring all over the world and expanding its operations in Asia and for the first time participated in this sporty / dance event hybrid. Registration to the event includes a race pack comprised of the usual running staples along with everything you need to become an illuminated beacon, i.e. glowsticks, etc. Warm-up comes in form of a pre-party with a DJ cheering on participants. With different waves starting in a staggered manner from the start line, which again is marked by the presence of a DJ, the course of the run is made of an array of zones dedicated to partying with live DJ's, dancers, light-shows, activations, selfie-stations, and giveaways. Yup, you guessed it – it's not exactly an event if your focus is solely on running or setting a new personal best for your 5km runs.

The Sydney incarnation also offered an "after" after-party at a local club, with runners being encouraged to sport running gear and carry the spirit of the run into the confines of a regular nightclub. Sydney's Domain, adjacent to the Royal Botanical Gardens, proved to be an ideal location for Night Nation Run's first incarnation down under, and judging by the enthusiasm of the participants it won't have been the last. With Night Nation Run supporting Stand Up To Cancer as their charity of choice, an operation created to accelerate innovative cancer research, the running shenanigans also support a good cause.

The event introduced runners to the VIVRA magnetic pouch, a more sophisticated alternative to a bum bag or armband and ideal for when carrying a bag is impracticable yet you want to take are the bare essentials, e.g. your phone, credit card, keys, and money. The VIVRA easily attaches to the waistband of any activewear or leisure garment without the need for any belt. Made from luxurious water-resistant fabric, it has four strong magnets, a reflective strip, and durable zip. Being ultra-light and slimline, it can be worn on the front, back or side of your active gear – a useful accessories that will become a steady companion for future runs.

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