HOPATEC SPORTS SERVICES
CO-FOUNDER

SPORTS MANIA
CO-FOUNDER

HER RUN SERIES

BREAST CANCER AWARENESS RUN

PRESENTED BY

HOKA

ALL YOU NEED TO KNOW

Saturday,
24 October 2026

6:00 AM

Dubai Design
District (D3)

3KM
COMMUNITY RUN / WALK

5KM
TIMED RUN

A welcome from the founders

Welcome to the **HER Run Series – Breast Cancer Awareness Run 2026.**

HER Series was created from a shared belief that women's sport deserves more than just events — it deserves a community where women can compete, connect, empower one another and grow together.

Over the years, we have been privileged to work across the UAE sports industry, delivering events, building communities and developing platforms that bring people together through sport. Through our experience, we recognised an opportunity to create something more meaningful for women — professionally organised, community-focused sporting events that are welcoming, inclusive and accessible to women of all abilities.

HER Series was established to bring that vision to life.

Following the introduction of HER Padel Series, we are proud to expand our vision through the **HER Run Series**, creating another platform for women to come together, challenge themselves, build friendships and experience the positive impact of sport.

Our inaugural Breast Cancer Awareness Run holds a particularly special meaning. This event is about more than running 3KM or 5KM. It is about standing together, raising awareness and making a tangible difference in the lives of women and families affected by breast cancer.

Through Hopasports, we have proudly supported fundraising initiatives with **Al Jalila Foundation for 13 years.** This longstanding relationship reflects our commitment to using sport as a platform for positive change.

With **10% of every registration donated to Al Jalila Foundation**, and our ambition to raise **AED 100,000+**, we hope to demonstrate what can be achieved when a community comes together with a shared purpose.

We would like to extend our sincere appreciation to **HOKA, our Presenting Partner,** for believing in our vision and supporting us in bringing the HER Run Series to life. Their commitment goes beyond sponsorship, helping us create an exceptional experience for our participants while supporting a cause that matters.

We are equally grateful to **all our supporting and community partners** who have come onboard and contributed their time, resources and support. Events like these are only possible through collaboration, and every contribution plays an important role in making this initiative a success.

As founders, our vision is to continue building HER Series into a leading women's sporting community across the UAE — one that celebrates participation, encourages personal development and creates opportunities for women to connect through sport.

Whether you are running, jogging or walking, we want every participant to feel welcome, supported and inspired.

Thank you for being part of this journey, for supporting one another and for helping us turn awareness into meaningful action.

We look forward to welcoming you to Dubai Design District on **24 October 2026.**

Run. Empower. Connect.

Leonè

LEONÈ PHILLIPSON
CO-FOUNDER | HER SERIES
PARTNER & MANAGER
HOPATEC SPORTS SERVICES LLC

Tarek

TAREK ABBOUD
CO-FOUNDER | HER SERIES
FOUNDER & MANAGING DIRECTOR
SPORTS MANIA

OUR PARTNERS

PRESENTED BY

We thank our presenting partner for supporting the HER Run Series and helping bring this meaningful event to life.

HOKA

COMMUNITY & EVENT PARTNERS

Thank you to our community and event partners for contributing to the participant experience and the cause.

EYEWEAR PARTNER

ITALIAN CHOICE SUNGLASSES

HYDRATION PARTNER

Bisleri

FUNDRAISING BENEFICIARY

دبي الصحية
DUBAI HEALTH

مؤسسة الجليلة
Al Jalila Foundation

COMMUNITY & PRIZE PARTNERS

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY
RTA

Carrot Sun®

beFIT LIFESTYLE
PROTEIN BAKERY

AURAPEAKS

DUBAI DESIGN DISTRICT

DRIP & WHISK
SPECIALTY COFFEE

ULTRAHUMAN

FITT meals

SOUDAN
POWER BANK

PeriCare

CircleCare Clinic
Redefining Family Care

RACE PACK COLLECTION

SATURDAY, 24 OCTOBER

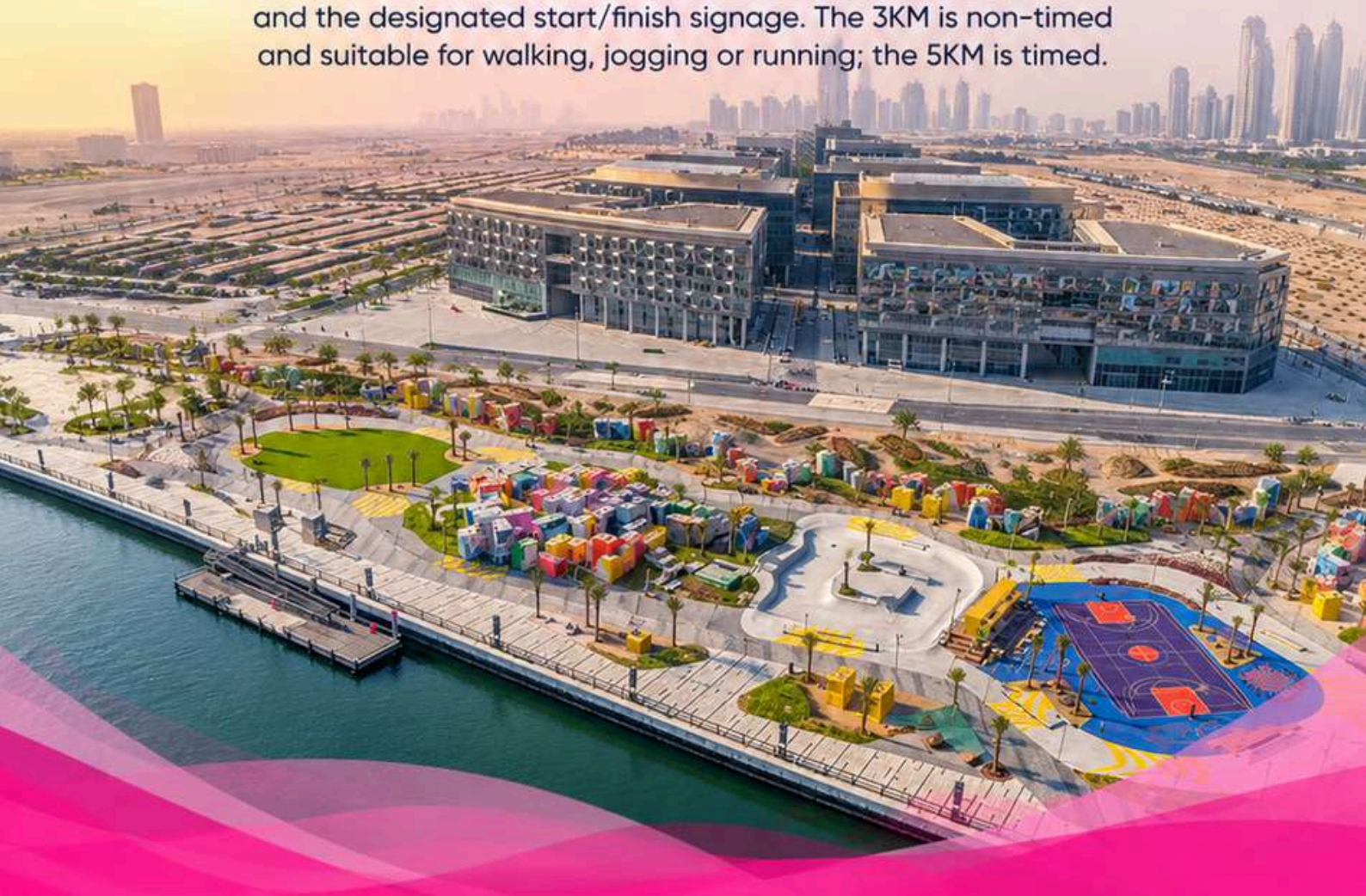
5:00 AM – 5:45 AM | 5KM
5:00 AM – 6:00 AM | 3KM

Race Village, Dubai Design District (D3)

Please collect your race pack during one of the above windows. Arrive early on race morning to allow time to park, walk to the village and prepare for the start.

RACE DAY ESSENTIALS

Event starts at 6:00 AM. Follow event crew instructions and the designated start/finish signage. The 3KM is non-timed and suitable for walking, jogging or running; the 5KM is timed.



YOUR RACE DAY MERCHANDISE

BIB NUMBERS

5KM BIB

3KM BIB

T-SHIRT

MEDAL

FRONT BACK

TOTE BAG

HER RUN SERIES

RACE ROUTES

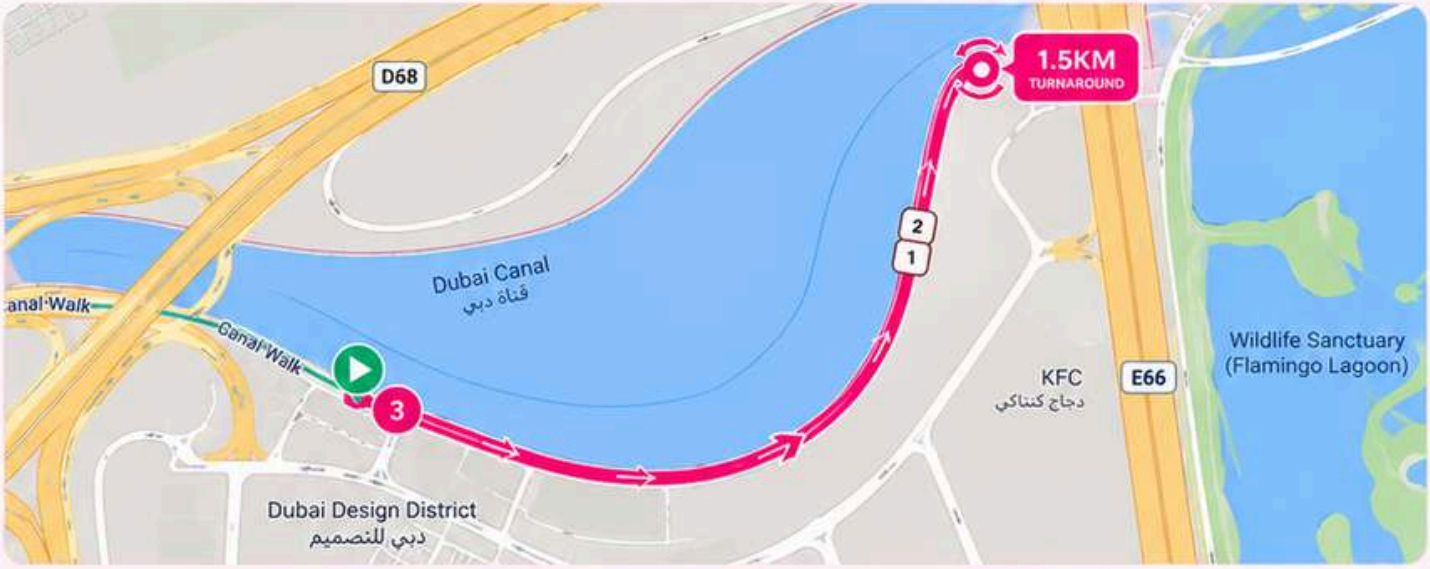
DUBAI DESIGN DISTRICT (D3)

The 3KM and 5KM routes

Both distances start and finish at the HER Run Series race village in Dubai Design District, beside the canal.

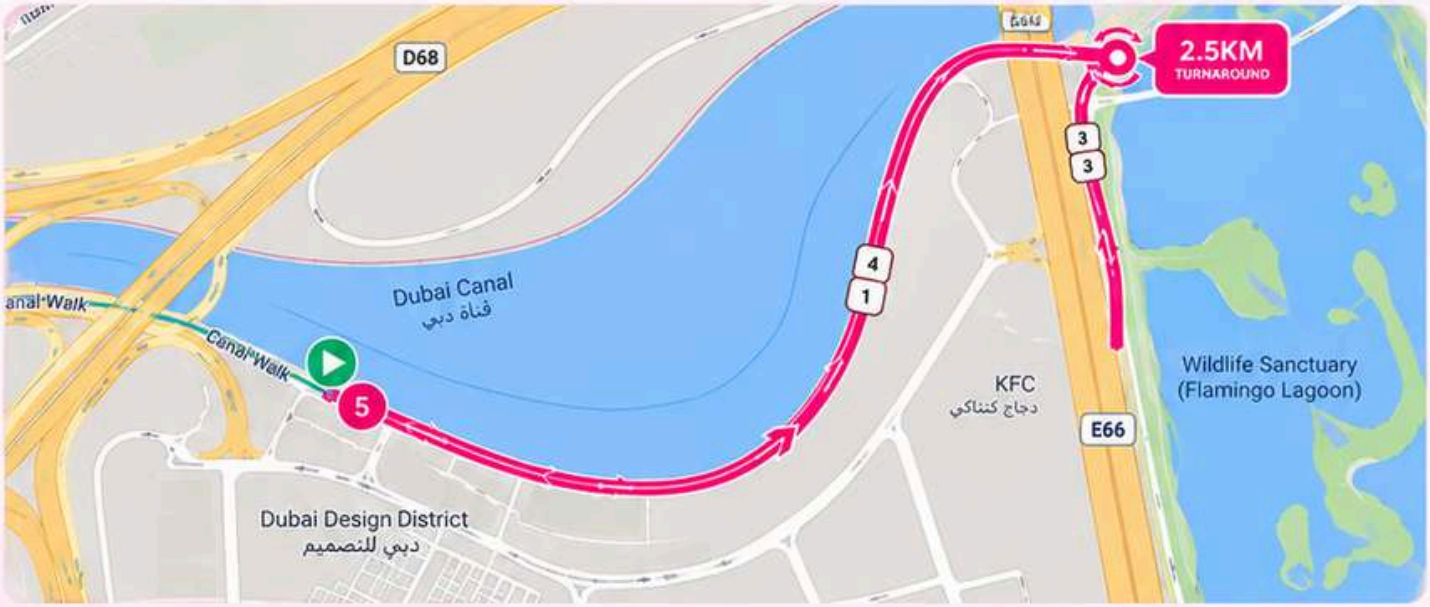
3KM | COMMUNITY RUN / WALK

Non-timed. An out-and-back route with the turnaround at approximately 1.5KM. Walkers, joggers and runners are welcome; stroller friendly.



5KM | TIMED RUN

Timed out-and-back route along the D3 canal towards Flamingo Hide and back. Walkers and joggers should start towards the back of the group.



PARKING AND GETTING TO THE START LINE

Use the designated D3 parking area marked on the map. The turquoise line shows the walking route from parking to the START / FINISH area. Please follow the marked path and allow additional walking time.

PARKING TO START / FINISH

24 OCTOBER 2026 | DUBAI DESIGN DISTRICT (D3)

FOLLOW THE TURQUOISE ROUTE

From the marked Parking area to the START / FINISH point.