



8 NATIONS, 1 WINNER



USA



GBR



POL



CHN



GER



FRA



JAM



RSA

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THE TRACK. THE FIELD. THE WORLD.

14 - 15 JULY
LONDON STADIUM



ATHLETICS
WORLD CUP
LONDON 2018

8 NATIONS 1 WINNER



The top ranked teams from the 2017 IAAF World Athletics Championship over World Cup Events



**ATHLETICS
WORLD CUP**
LONDON 2018



**WORLD CUP
TROPHY**



**INDIVIDUAL
MEDALS ON OFFER**



**OVER
\$2 MILLION**
Prize fund



**TRACK AND
FIELD EVENTS**

Held at the iconic
LONDON STADIUM



in the World's leading sporting city

2 EVENING SESSIONS

**SATURDAY
14 JULY**

**SUNDAY
15 JULY**

100,000
Tickets Available



Kids from
£10



Family of 4
UNDER £100



FEMALE TEAM CAPTAINS FOR ALL NATIONS

#BehindEveryGreatCity*

**Marking 100 years since the first women
secured the right to vote in the UK*

EVENTS BOTH MEN & WOMEN

100m
200m
400m
800m
1500m
100m/110m hurdles
400m hurdles
4 x 100m relay
4 x 400m relay

Long Jump
Triple Jump
Shot Putt
Discus
Javelin
Hammer
Pole Vault
High Jump

NEW WELCOME TO THE WORLD

THE sporting theatre on show had been remarkable but, when the cries of the raucous capacity crowd had died away and the last of the fireworks were extinguished as the end of the IAAF World Championships in London arrived, one question hung heavily in the air – “when will we get a chance to stage something like this again?”.

As with the Olympics of 2012, the British public embraced London 2017 fully – filling the famous London Stadium day after day to provide a perfect stage upon which the planet’s finest athletes could perform.

From

UK ATHLETICS CHAIRMAN RICHARD BOWKER OUTLINES THE THINKING BEHIND THE LATEST TOP-CLASS ATHLETICS EVENT TO BE HEADING FOR THE BRITISH CAPITAL

spectators to athletes and various federations around the world, the feedback was unanimously glowing. Something needed to be done to keep the momentum going.

British Athletics’ answer is the Athletics World Cup London 2018. It will be a fast-paced, two-day event which will pit the top eight athletic countries in the world against each other. The track will host races up to and including the 1500m and there will be straight finals. Both evening sessions will end with relay events, while all field events will feature, too.

With the more traditional Anniversary Games following at the same venue a week later, UK Athletics chairman

Richard Bowker is hoping it will combine with this fresh event to provide another bumper summer of entertainment in the UK capital.

“I took over as Chair just before the world championships,” he says. “As I watched London 2017 I noticed three big points.

“The first one was just how good the UK is at putting on global quality athletics events.

“Second was just how much athletics fans and the wider British public engage, support and want to get involved with those events.

“The third thing I was really taken with was just how positive other athletics federations from around the world were about our hosting London 2017 and just how much

their athletes love coming to London. The only disappointment came from thinking ‘when’s our next big event like this? What can we do?’.

“That was the question we were asking ourselves and then I read a comment from IAAF President Seb Coe in which he said: ‘During my lifetime, just about the only thing that hasn’t changed is the way we stage athletics’.

“He also said that if we’re going to stay relevant, exciting and engaging in a rapidly changing world and attract new people then we’ve got to think differently.

“I thought he was absolutely right, so we came up with this idea for an Athletics World Cup.

“It is different and it’s great because it pits nations against nations and people love that. It’s a very exciting format and the events will be those

that are designed to be quick and punchy.

“It’s still very much about preserving the integrity of athletics and this is an opportunity to bring the best athletes in the world back to London in a new way which we think will really engage people.

“World Cups are hugely successful in other sports and with this every race counts, every point counts, the teams all get behind it and we think this is going to make for a really exciting event.”

With West Ham having taken up residence at the London Stadium, it is increasingly important for athletics to make the most of the window available to showcase the sport in the venue.

Bowker adds: “It’s absolutely vital we use the time we’ve got to put on events that capture the imagination.

“What I like about this summer is that we have two very different events in London. The Anniversary Games is a superb showpiece but it focuses on individual performances. The World Cup will focus on team performance. They are different but entirely complimentary and it promises to be another brilliant summer of athletics.”



**ATHLETICS
WORLD CUP**
LONDON 2018

**FOR ALL THE EVENT
INFORMATION
AND HOW TO SIGN
UP FOR TICKETS,
TURN TO PAGES 8-9**



**ATHLETICS
WORLD CUP**
LONDON 2018

**WORLD CUP
QUESTIONS**

WHEN IS IT HAPPENING?

The Athletics World Cup London 2018 will be taking place on July 14 and 15

WHAT FORMAT WILL IT TAKE?

There will be two evening sessions.

WHICH EVENTS WILL BE INCLUDED?

All track events up to and including the 1500m, plus complete field events programme

WHICH NATIONS ARE TAKING PART?

The top-ranked teams from the 2017 IAAF World Athletics Championship over the Athletics World Cup Competition Events (USA, GB & NI, Poland, Peoples Republic of China, Germany, France, Jamaica, and South Africa)

WHO WILL BE IN THE BRITISH TEAM?

The winners of the British Championships in Birmingham will be selected

ANYTHING ELSE WE SHOULD KNOW?

- All nations will have female team captains to celebrate 100 years since women first secured the right to vote in the UK #BehindEveryGreatCity
- There will be a prize fund of over \$2million



**BEAT THE RUSH!
REGISTER FOR TICKETS**

THERE will be a ballot for tickets from April 4, 2018. Fans must register today to be in with a chance of receiving exclusive access to the ballot and to be kept up to date with all the latest news over the coming months.

**TO REGISTER PLEASE VISIT:
WWW.ATHLETICSWORLDCUP.ORG**

HOW MUCH WILL TICKETS BE?

There will be 100,000 tickets available, with prices for children starting at £10 and a family of four costing less than £100.

