

CURE
Leukaemia

IN PARTNERSHIP WITH

FlutterTM

GLOBAL PARTNER





FLUTTER X CURE LEUKAEMIA

DO MORE FOR A CURE

At Flutter, we believe sport has the power to change lives — and through our Do More pillar of the Positive Impact Plan, we're putting that belief into action.

For the past three years, we have supported Cure Leukaemia through their flagship challenge events — The Tour 21 and London2Paris.

From 2026, our partnership is evolving. We are proud to become their first Global Partner, with our headline supporter status expanding to include CL Running. Through this, we will support hundreds of runners around the world as they take on major marathons, 10Ks, and more. By backing

incredible endurance events that help raise millions for Cure Leukaemia, we are funding pioneering blood cancer research and life-changing treatments for patients worldwide.

Every mile cycled, every step taken, and every challenge completed by our colleagues contributes to something extraordinary: expanding global clinical trial networks, accelerating new therapies, and supporting specialist nurses who bring hope to thousands of families.

This partnership shows what can happen when passion, purpose, and teamwork combine — proof that when we Do More Together, we move the world forward.





10 YEARS
OF LONDON 2 PARIS
2015 - 2025

WE COMPLETED
cureleukaemia

LONDON
2 PARIS 2025
Flutter

THANKS TO OUR SPONSORS!

MILLIONS
OF POUNDS
RAISED
SINCE 2015

BALFES

Davison's Law

THE SPORTING CLUB

Flutter

Simpson

BOOTH'S
FOOD GROCERS

LONDON 2PARIS

IN PARTNERSHIP WITH

FlutterTM



START

London, Greenwich Park



END

Paris

ROLLING ROAD CLOSURES

throughout France.

PHYSIOTHERAPIST

and Sports Therapist support.

FULLY SUPPORTED RIDE

with dedicated mechanics.

200+ CYCLISTS

from all over the world.

FOUR DIFFERENT CYCLING SPEED GROUPS

suitable for complete beginners
to experienced cyclists.

HIGHLY EXPERIENCED

RIDE CAPTAINS

to guide you every pedal of the way.

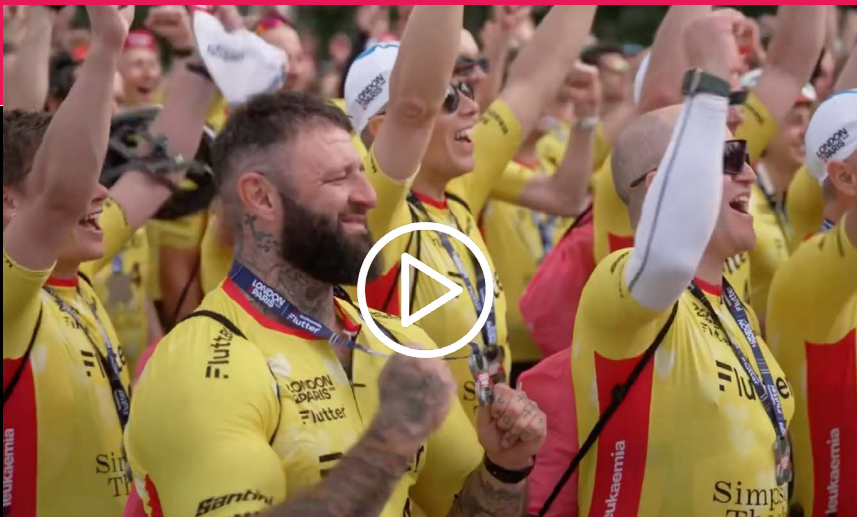
BREAKFAST, LUNCH, DINNER

and ride nutrition included
throughout.

FIVE-STAR

CELEBRATION EVENT

in Paris (friends and family
welcome).



WANT TO BE INSPIRED?

Watch the video to last year's
unforgettable experience.

MATCH GIVING

If you work at Flutter UKI, some parts of Flutter International, Flutter Functions or FanDuel you can apply for up to **£500** in matched giving which can help you achieve your fundraising target (eg. you raise £1,000 and the remaining £500 will be topped up by Flutter). If you're at Sportsbet, you can apply for up to \$250 AUD in matched giving to support your fundraising.

Whilst this may seem a daunting fundraising figure CL have lots of useful hints and tips. You have until the event to complete your fundraising but the earlier you start the easier it is!

LONDON 2PARIS

IN PARTNERSHIP WITH

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NORMAL ENTRY COST:
£1,000

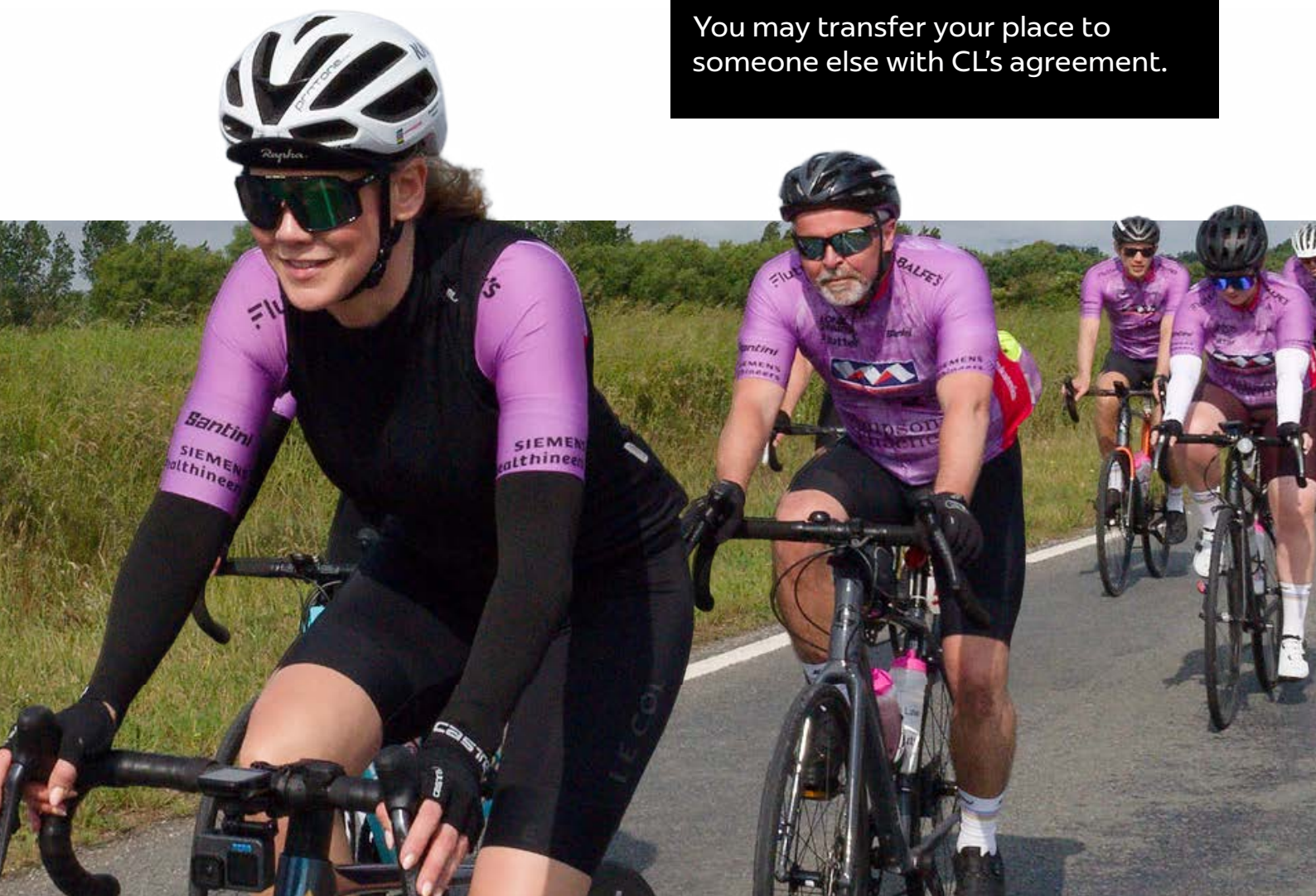
TEAM FLUTTER COST:
50% discount at £500

MINIMUM FUNDRAISING:
£1,500

The money you raise will help provide critical funds to pay for trials and treatments into cures for blood cancer.

CANCELLATIONS & REFUNDS:
All payments and donations are non-refundable. Please take out appropriate insurance.

You may transfer your place to someone else with CL's agreement.



WHAT DOES MY REGISTRATION FEE COVER?

**LONDON
2PARIS**

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WHAT'S INCLUDED?

- ✓ **ALL MEALS**
throughout the event.
- ✓ **HIGH PERFORMANCE**
energy drinks and snacks.
- ✓ **FOUR NIGHTS ACCOMMODATION**,
final night in central Paris hotel.
- ✓ **ALL TRAVEL AND TRANSFERS**
including Eurostar return to UK
(excl. taxi to station).
- ✓ **BIKE TRANSPORT***
and full mechanical support.
- ✓ **MOTORCADE**
and police escort.
- ✓ **SPORTS THERAPISTS**
- ✓ **BESPOKE**
cycling jerseys.
- ✓ **POST-EVENT**
celebration dinner (additional
cost for guests).

WHAT'S NOT INCLUDED?

- Bike
- Helmet
- Cycling equipment
- Clothing
- Cycle computer
- Travel to start
- Insurance
- Visa if applicable
- Travel for non-UK participants
- Single room supplement
- Guest accommodation/meal costs
- Optional London hotel before start

(*BIKE TRANSPORT EXCLUDES TRANSPORT TO THE START)





RUN FOR A CURE

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Run for more than a finish line. Run for the moments you thought you couldn't — and did. For the people who can't. For the cause that matters. Every mile is a story of grit, hope and change. Lace up, dig deep, and show what doing more really looks like.

We have places at a variety of races around the world (and where we don't, we can try to secure them for you). All entry fees are waived but minimum fundraising targets will be applied (amounts vary depending on the race). Commit to your challenge today and start your training!



WORLD MARATHONS

Take on a challenge of a lifetime and run a marathon in iconic locations around the world. Whether it's your first time or you just need to add another medal to your collection, we have places available from New York to Rio de Janeiro, Paris to Dublin (and everything inbetween).



HALF MARATHONS

A half marathon isn't half of anything it's 13.1 miles of commitment, courage and cause. It's the sweet spot between challenge and celebration, where you prove to yourself what's possible. Step out, push on, and run with purpose — every stride helping make a difference that lasts far beyond the finish line.



OTHER DISTANCES

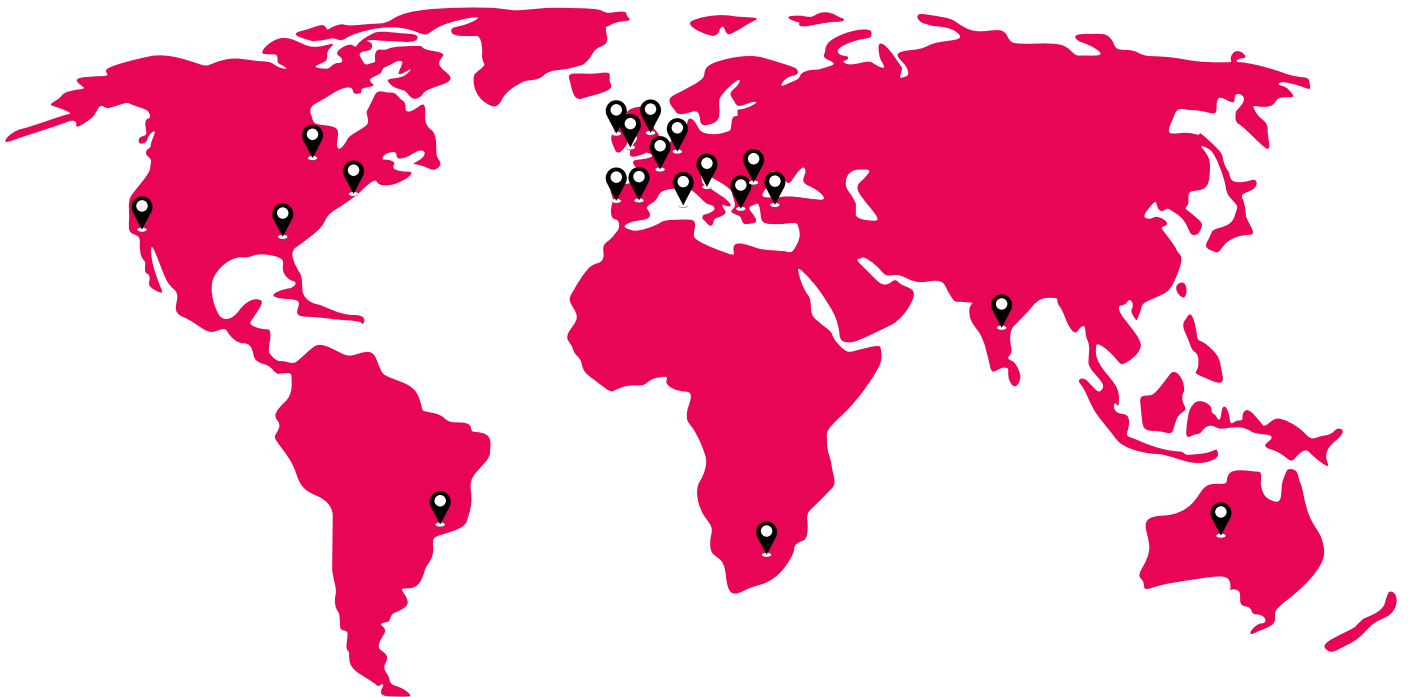
5K or 10K — short on distance, big on impact. It's where beginners find their stride and seasoned runners find their speed. Not keen on running? That's OK — walk, jog or sprint your way to the finish line. All effort counts and every participant deserves to be cheered on.

CURE LEUKAEMIA RUNNING EVENTS

**FOR A
CURE**

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UNITED KINGDOM

12TH APRIL London Landmarks
19TH APRIL Manchester Marathon
26TH APRIL London Marathon
3RD MAY Belfast Marathon
24TH MAY Edinburgh Marathon
12TH JULY Dublin 10k
10TH AUGUST Isle of Man Marathon
13TH SEPTEMBER Great North Run
20TH SEPTEMBER Dublin Half Marathon
18TH OCTOBER Great South Run
25TH OCTOBER Dublin Marathon

UNITED STATES

28TH FEBRUARY Atlanta 5km
1ST MARCH Atlanta Half Marathon
& Atlanta Marathon
8TH MARCH Los Angeles Marathon
3RD MAY Toronto Full and Half Marathon
2ND NOVEMBER New York Marathon

EUROPE

25TH JANUARY Tbilisi Marathon
22ND FEBRUARY Malta Marathon
8TH MARCH Paris Half Marathon
12TH APRIL Milan Marathon
12TH APRIL Paris Marathon
26TH APRIL Madrid Marathon
14TH SEPTEMBER Porto Half Marathon
27TH SEPTEMBER Berlin Marathon
8TH OCTOBER Bucharest Full & Half Marathon

11TH OCTOBER Sofia Full & Half Marathon
(Exact date TBC)
18TH OCTOBER Tirana Full & Half Marathon
(Exact date TBC)
25TH OCTOBER Amsterdam Marathon
8TH NOVEMBER Athens Marathon
NOVEMBER Porto Marathon (Exact date TBC)

BRAZIL

7TH JUNE Rio Marathon, Half Marathon and 10k

AFRICA

22ND MARCH Johannesburg City Marathon

INDIA

AUGUST Hyderabad 10k/Half & Full Marathon
(Exact date TBC)

AUSTRALIA

17TH MAY Great Ocean Road Marathon
(Melbourne)
14TH JUNE City2Surf Darwin 12.5km
4/5TH JULY Gold Coast Full and Half Marathon
19TH JULY - Darwin Runners & Walkers Half Marathon (Exact date TBC)
30TH AUGUST Sydney Marathon

These are just a sample of races from around the world. If you know a race you would like to run please get in touch!

WHAT'S INCLUDED

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✓ **REGISTRATION FEES**

We have 30 places available annually for any international race (any distance and any location) with no registration fee required.

We also have a further 30 places for any UK based race (any distance). By registering you will receive an exclusive CL Running top to wear.

✓ **FUNDRAISING TARGETS**

MARATHONS:

Targets will be between £2,000 - £2,500 subject to the marathon location.

HALF MARATHONS:

Targets will be between £1,000 - £1,500 subject to the Half-Marathon location.

5K/10K/OTHER EVENTS:

Targets will be between £250-£750 subject to the distance and the location/race type.

✓ **MATCHED GIVING**

If you work at Flutter UKI, some parts of Flutter International, Flutter Functions, Sportsbet or FanDuel you can apply for matched giving which can help you achieve your fundraising target. Matched Giving allowances vary.

✓ **CANCELLATIONS**

Once you've committed to a race place, we ask that you honour the fundraising pledge too — Cure Leukaemia rely on these vital funds, and each place used means someone else can't take part.

Outside of exceptional circumstances (like injury), if you cancel within three months of the event, we'll expect 50% of your fundraising target, or the full amount if within two months unless you can find a Flutter colleague to take your spot.





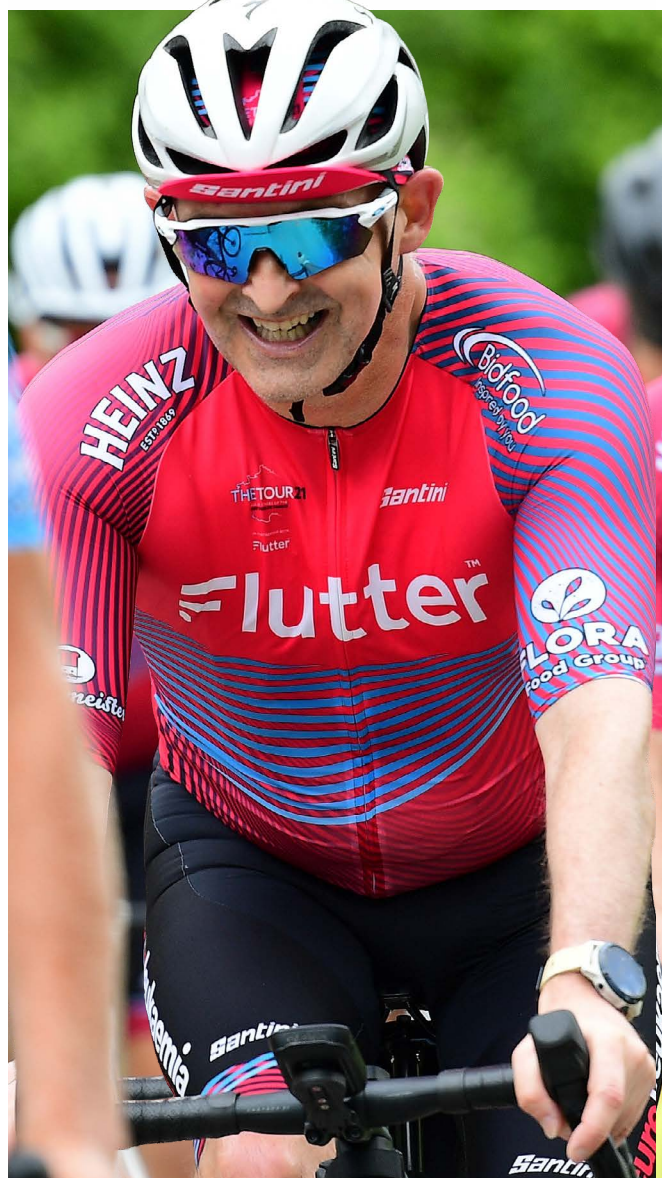


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The Tour 21 is no ordinary charity ride it's a world-class endurance challenge that mirrors every mile of the iconic Tour de France, one week ahead of the professionals. Over 3,400 kilometres, riders conquer mountains, sprint through villages, and experience the same legendary roads that have tested cycling's greatest athletes.

It's gruelling, breathtaking, and utterly unforgettable a once-in-a-lifetime opportunity to ride the world's most famous race route, united by purpose and powered by passion to change lives through Cure Leukaemia. applies.



LIVE THE TOUR, FEEL THE TOUR, *RIDE THE TOUR.*

The Tour 21 sees a team of amateur cyclists take on the world's most gruelling—and iconic—cycling challenge by riding the full Tour de France route, one week ahead of the professionals in June and July.

The team will follow the same route, covering over 3,500 km in just 21 days, all to raise over £1,000,000 for Cure Leukaemia, the official charity partner of the Tour de France in the UK.

This is the closest experience to riding with a pro-cycling team that you can find—a once-in-a-lifetime opportunity.

We have **ONE** fully funded place available. A minimum fundraising target applies.

THE SEVEN-STAGE TOUR



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If taking on all 21 x stages of the Tour de France route feels like a lot, we have **THREE** opportunities for riders to participate in a single week of the Tour 21 event. Capture the feeling of taking part in the most iconic cycling event in the world for 7 stages and approximately 1,000km.

Ideally, we are looking for a rider for each week of the event but this can be discussed further. All elements of participation in the full 3-week event are included in the 7-stage package.

It will still be as gruelling, breathtaking and utterly unforgettable but without the pressure of all 21 stages and a larger fundraising target.



A TASTE OF THE TOUR

Take on the ultimate cycling adventure with a 4-stage Tour 21 Package, tackling 4 stages, one week ahead of the professional race or the 3 stage UK Grand départ.

With full support, expert guides and accommodation, this is your chance to push your limits and embrace the spirit of the Tour alongside the team of Tour 21 riders, while raising vital funds for Cure Leukaemia.

Flutter has **TWO** fully funded places available. A minimum fundraising target applies.





BE INSPIRED

NBC Sports Follow the Team each
year and create the docuseries:
RIDING FOR SURVIVAL.



EPISODE ONE

CLICK HERE



EPISODE TWO

CLICK HERE



EPISODE THREE

CLICK HERE

REGISTRATION COSTS & FUNDRAISING TARGETS



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THE FULL THREE-WEEK EXPERIENCE:

NO REGISTRATION COST:

This is fully funded for one flutter Colleague (usual cost - £12,000)

MINIMUM FUNDRAISING TARGET:

£30,000

MATCHED GIVING:

Flutter will match up to £10,000 of your fundraising (e.g. you raise £20,000 and Flutter will cover the remaining £10,000)

THE 7-STAGE TOUR EXPERIENCE:

NO REGISTRATION COST:

This is fully funded for three Flutter colleagues (usual cost - £4,000)

MINIMUM FUNDRAISING TARGET:

£10,000

MATCHED GIVING:

Flutter will match up to £5,000 of your fundraising (eg. you raise £5,000 and Flutter will cover the remaining £5,000)

TASTE OF THE TOUR:

NO REGISTRATION COST:

This is fully funded for two Flutter colleagues (usual cost £2,500)

MINIMUM FUNDRAISING TARGET:

£5,000

MATCHED GIVING:

Flutter will match up to £2,500 of your fundraising (e.g. you raise £2,500 and Flutter will cover the remaining £2,500)

WHAT DOES MY REGISTRATION FEE COVER?



WHAT'S INCLUDED?

- ✓ **FULL ACCOMMODATION**
in single rooms.
- ✓ **ALL MEALS**
and ride snacks/refueling during the challenge.
- ✓ **KIT PROVIDED**
including jerseys, bib shorts, gilet, rain jacket, and cycling caps.
- ✓ **FULL MECHANICAL**
support throughout.
- ✓ **FULL MEDICAL**
and physio support throughout.
- ✓ **TRANSPORT ON THE OFFICIAL TEAM BUS**
(Note: Transport to/from the start or end of the challenge for The Seven Stage Tour and Taste of the Tour experiences is the rider's responsibility to organise and pay for).
- ✓ **BIKE TRANSPORTATION**
throughout the experience
(Excludes transport from the start/end point to your home).
- ✓ **MOTORCADE SUPPORT**
to ensure rolling road closures.
- ✓ **DEDICATED RIDE CAPTAINS**
to lead and ensure rider safety.
- ✓ **FIVE-STAR CELEBRATION**
in Paris for those completing the challenge.
- ✓ **OFFICIAL TRAINING CAMP**
invitation to the official training camp in Spain. Camp includes half board accommodation.

WHAT'S NOT INCLUDED?

- ✓ **YOUR BIKE**
and any cycling equipment such as helmets, cycling shoes, cleats, pedals, bike computers etc.
- ✓ **TRANSPORT FROM YOUR HOME**
to the start point in the UK including bike transportation.
- ✓ **TRANSPORT FROM THE END**
point in Paris.
- ✓ **TRAVEL AND BIKE INSURANCE**
(note you will require specialist insurance for this type of trip. Normal holiday insurance will not suffice.)
- ✓ **TRAINING CAMP**
is based on half board so some meal costs will need to be covered by you personally.

FAQs

WHAT HAPPENS IF I DON'T RAISE THE MINIMUM FUNDRAISING AMOUNT?

There is plenty of time to raise the required funds, and you can reassure supporters that 100% of their donations go directly to Cure Leukaemia.

Because the cost of participating is minimal or fully covered, we kindly ask that you consider topping up any shortfall yourself to meet the required minimum.

I'M NOT BASED IN THE UK — CAN I STILL PARTICIPATE?

Absolutely. Participants from around the world regularly take part in The Tour 21 and London2Paris, and with the expansion of CL Running, we expect even more international involvement.

WILL FLUTTER COVER MY TRAVEL COSTS SUCH AS FLIGHTS?

No. Flutter does not cover any additional travel costs, including flights or transport to and from event start or finish points.

HOW EXPERIENCED DO I NEED TO BE AT CYCLING?

For The Tour 21, some cycling experience is strongly recommended due to the intensity and scale of the challenge.

However, even riders with limited backgrounds have successfully completed it with full commitment to training.

For those newer to cycling, London2Paris is ideal — it's designed for everyone from complete beginners.

DO I NEED TO ATTEND THE TOUR 21 TRAINING CAMP?

Attendance is optional. While it's a great chance to meet the team and train, the



group is very international, so you will not be alone if you cannot make it.

WILL A TRAINING PLAN BE PROVIDED?

No personalised training plans are provided. Participants often choose either to hire a personal trainer or use online tools to build a training plan that suits their ability and goals.

I'VE NEVER RIDDEN A BIKE BEFORE — CAN I STILL PARTICIPATE?

For London2Paris — 100% yes. Over 200 people from different fitness levels and backgrounds join each year. With consistent training and preparation, complete beginners can absolutely take part.

WHAT IF I GET INJURED OR NEED TO WITHDRAW?

Unfortunately, donations and costs already incurred are non-refundable. Participants must obtain adequate insurance, especially for The Tour 21,

where proof of insurance is required before the event begins. Specific cancellation policies apply depending on the challenge type.

I CAN'T SEE A RUNNING EVENT I CAN ATTEND. CAN I CHOOSE A DIFFERENT ONE?

In most cases, yes. If we can secure a place for your chosen race, we will do our best to do so.

Please note that:

Major marathons limit the number of charity places available.

Free entry is guaranteed only to the first 30 international and 30 UK participants each year.





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INSPIRED?

REGISTER YOUR INTEREST TODAY

www.cureleukaemia.co.uk/flutter/