

COWBRIDGE & DISTRICT ENTERTAINMENTS SOCIETY

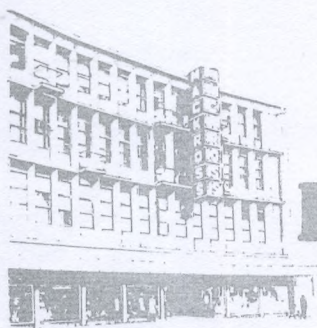
in conjunction with

CARDIFF AMATEUR ATHLETIC CLUB
present, under A.A.A. and W.C.C.A. laws

THE FIRST ANNUAL
COWBRIDGE WEEK
ROAD RACES

SUNDAY, 2nd JULY, 1978

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INTRODUCTION

Welcome to the First Annual Cowbridge Week Road Race. This is a new event in our Cowbridge Week celebrations and, with your support, we hope to make it a successful venture which will prove an important event to Cowbridge and the Athletics calendar.

We are indebted to Cardiff Amateur Athletic Club, and to Kath Evans, Burge and Bernie Plain, for their advice and guidance over recent months. Cardiff A.A.C. officials for their organisation on the day itself. It would not have been possible to stage such an event without their help. We hope that the relationship between Cardiff A.A.C. and Cowbridge, partly arising from a blizzard earlier in the year, will continue to develop in the future.

Our thanks also go to our sponsors who have demonstrated their faith in financing the event. Our major sponsor is Avon Rubber Company (British) Ltd., who have donated the Avon Polytrak Challenge Trophy for the Men's race as well as providing the funds for the race prizes. The other sponsors are Mackross Ltd., International Computers Ltd., GBH Data Services of Cardiff and Action on Smoking and Health (ASH). C.D.E.S. hopes that you will receive their help by supporting them.

I would also like to make particular reference to Mackross Ltd., for their assistance in selection of prizes and provision of athletes race numbers.

A final word of thanks too, to Inspector Jones and the South Wales Constabulary for their co-operation and help. We acknowledge the work done for them, today and during the whole of Cowbridge Week, and are grateful for their support.

Now to the Races: we have five races, culminating in the Avon Five Miles. The schedule is shown later. As you will see from the list of entries, teams and individuals have come from far and wide and we welcome them all. We are delighted to see that the major race has attracted such stars as Bernie Plain, Tagg, Roy Fowler, David Francis and Ian Thompson.

Ladies and gentlemen, boys and girls, I hope you enjoy yourselves; thank you for your support.

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EVENTS

- 2.00 p.m. The GBH Data Services 1½ miles Race for Girls
- 2.40 p.m. The Mackross Ltd. 1½ miles Race for Junior Women
- 3.15 p.m. The Ash 2 miles Race for Colts

The Route for these races is:

High Street, Eagle Lane, Bear Lane, Town Hall.

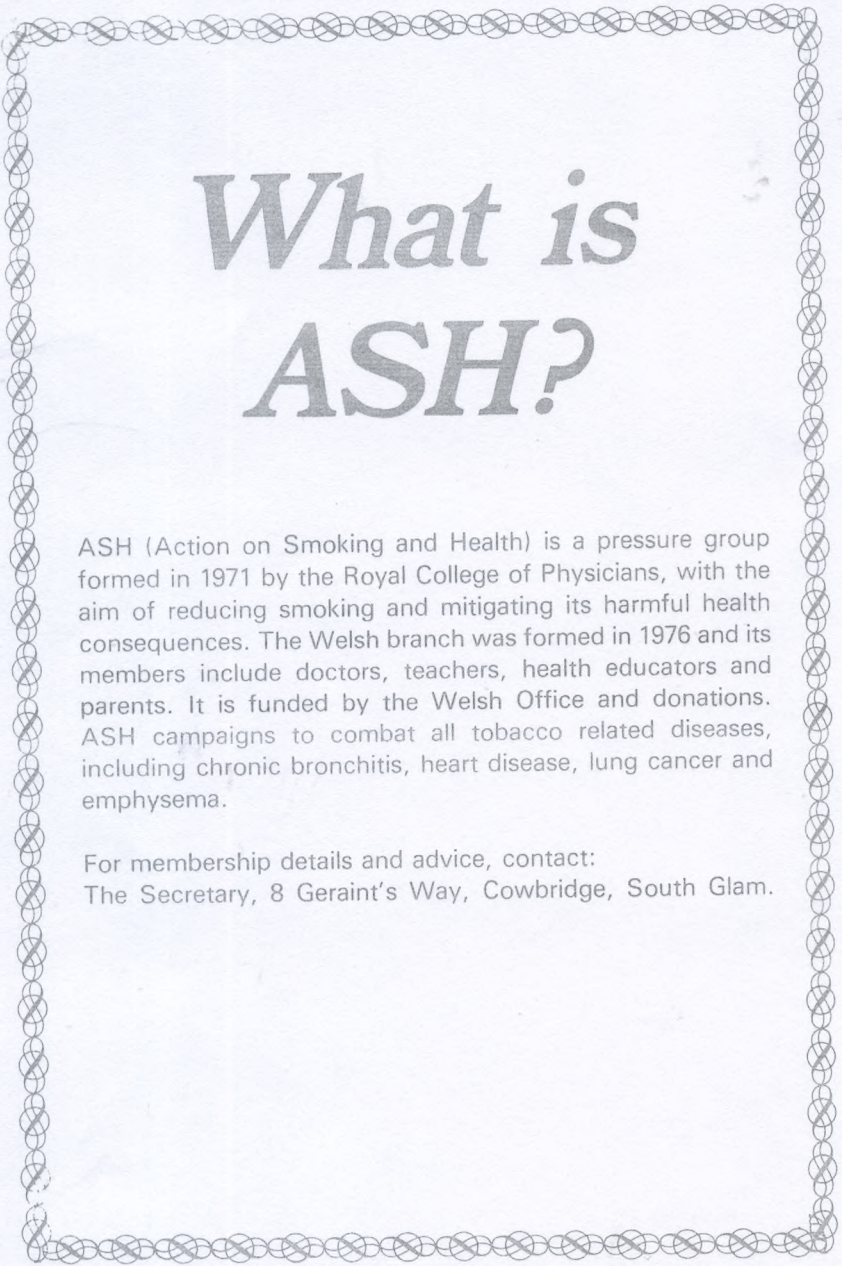
- 3.45 p.m. The ICL 2½ miles Race for Boys
- 4.30 p.m. The Avon Five — 5¼ miles Race for Men for the Avon Polytrak Challenge Trophy sponsored by Avon Rubber Co. (Bridgend) Ltd.

The Route for these races is:

High Street, Church Street, Constitution Hill, Broadway, Cae Stumpie, The Limes, High Street, Town Hall.

Refreshments will be on sale at the Town Hall.

Marshals are from Cardiff A.A.C. and 41 Club. Please obey the instructions of the Police and the Marshals.



What is ASH?

ASH (Action on Smoking and Health) is a pressure group formed in 1971 by the Royal College of Physicians, with the aim of reducing smoking and mitigating its harmful health consequences. The Welsh branch was formed in 1976 and its members include doctors, teachers, health educators and parents. It is funded by the Welsh Office and donations. ASH campaigns to combat all tobacco related diseases, including chronic bronchitis, heart disease, lung cancer and emphysema.

For membership details and advice, contact:
The Secretary, 8 Geraint's Way, Cowbridge, South Glam.



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We've been around since 1885 and are acknowledged as world leaders in many product areas, such as inflatable boats and golf grips.

This reputation is the result of Avon's endeavour to maintain the highest standards of research, development and quality control.

These same high standards have now been applied to the production of two superb synthetic, all-weather surfaces - Polytrak and Polysport.

Polytrak is a hard wearing, neoprene based surface developed especially for track and field events. It is laid on an asphalt or concrete base and can be installed all-year round, without complex or expensive machinery.

Maintenance is simply a matter of hosing and brushing and Polytrak's excellent weathering properties mean that your track stays 'good-looking' longer.

The picture above shows the 8-lane sprint straight which is part of the 4,700 square metre complex recently completed at Southampton Sports Centre.

Polysport is designed for more general use, as a safely surface in



One for just playing around.

playgrounds and multi-purpose sports areas. The area shown above is part of the 200 square metres installed in a play area in Bethnal Green.

In the early part of this year, work will be started on a 6000 square metre sports area at Tower Hamlets in London. This will be used for a wide variety of sports - such as football, basketball, volleyball and hockey.

Polysport is laid on an asphalt or concrete base and features an underlayer of bound rubber shred with a polyurethane top coating. Again, hosing and brushing is the only maintenance required to keep Polysport looking its best.

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So if you're looking for a really super surface, either for serious athletics or just playing around, why not clip the coupon for more information on Polytrak and Polysport.

Like we said, we might be new to the business but we've already got a reputation to live up to.

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