



# INCLUSIVE ADVENTURE COMMITMENT

At Rat Race, We believe adventure should be for everyone. For more than two decades, we have created physically and mentally challenging events that are tough yet achievable. We care about completion, confidence and community. Whether someone is taking on their first challenge or pursuing a lifelong ambition, we want our experiences to feel welcoming, supportive, and accessible to as many people as possible.

We recognise that barriers to participation in endurance and outdoor events can take many forms, including cost, confidence, accessibility, representation and previous experience. We are committed to reducing those barriers wherever we can and creating environments where people from all backgrounds, identities, abilities and experience levels feel able to take part and belong.

## OUR COMMITMENTS

- Designing events with participant safety, accessibility, and enjoyment in mind.
- Creating welcoming, respectful, and inclusive experiences for all participants.
- Encouraging broader representation across our participants, ambassadors, partnerships, and team.
- Supporting first time adventurers and helping more people build confidence in the outdoors.
- Listening to feedback from our community and using it to continually improve the participant experience.
- Considering inclusion and accessibility across event planning, recruitment, partnerships, communications, and decision making.

## ACCOUNTABILITY & GOVERNANCE

Responsibility for this commitment sits with the Rat Race leadership team. The leadership team is responsible for overseeing implementation, reviewing progress and ensuring that inclusion and accessibility are considered across all areas of the business, including participant experience, event planning, recruitment, partnerships, and day to day operations

We recognise that creating inclusive and accessible experiences is an ongoing journey rather than a fixed destination. We are committed to listening, learning and continually improving our approach as our community and business evolve.

This commitment will be reviewed regularly as part of Rat Race's wider impact, sustainability and community objectives. Through regular review and stakeholder feedback, we will continue to identify opportunities to improve accessibility, encourage participation, and ensure that adventure remains open to as many people as possible.