

RünWild

Great Norse Run

Info Pack

ICELAND

31 July – 10 AUGUST 2025



Halló there

Welcome to The Great Norse Run. If you're reading this then you've been chosen as one of the select few that we've reached out to about this ten-day, heart-pumping, jaw-dropping trip. It also means you're someone we'd like to sit around a campfire with and watch the sparks mingle with the stars :-)

So this is our Iceland adventure. Beautiful scenery, great trails, and a climate that's perfect for running. Plenty of clean fresh air. With its abundance of mountains, volcanoes, glaciers, rivers, lakes, caves, and otherwise rough terrain waiting to be tackled, Iceland is made for adventure.

But, it's also a place that welcomes you with arms wide open. Widely known as "The Land of Fire and Ice", Iceland is home to some of the largest glaciers in Europe, and some of the world's most active

volcanoes. We're gonna be passing over and by these whilst waving goodbye to stress with a ten-day, 209-mile trip of a lifetime.

En-route you'll drink Brennivín and eat fermented shark. You'll veer wildly towards the Eyjafjallajökull Volcano, stare longingly at the Hofsjökull glacier, and together with two dozen new friends, slowly clap your hands above your head in true Skol war-cry style.

Each day is an opportunity for a new experience, and to put a smile on your face. Hot spring parties with ice-cold beers, pumping music, majestic silence, and eye-poppingly stunning scenery create memories that will last a lifetime.

This is our time. Our adventure. Let's get lost. Properly lost. Go forth and be awesome!



THE ORGANISERS

Danny Bent Inspirational Leader



World record holder, author, happiness guru, and powerhouse of positivity. He was planning to do this trip solo until, a mate persuaded him to pop a post up on Facebook asking if people would like to get involved. It then became our adventure. This, as with everything Danny does, is as radically inclusive as possible! It's absolutely not a race. We'll probably have a couple of groups—one walking / jogging then another a little speedier. 25 miles a day is a long way but as a tribe we can all make it. With Danny's unashamedly unique approach to bringing a smile to people's faces, our Iceland adventure will live long in your memory.

Nick Carter Logistics



Organising logistics and helping to herd our tribe in the right direction (south), is Nick Carter. Nick is a professional adventurer, expedition organiser and public speaker. Not only has Nick run the length of the UK (1,400km), run in the Sahara (250km), swum the English Channel, climbed Mount Everest and explored some of the world's deepest cave systems...he's also crossed Iceland five times, including unsupported—which comes in pretty handy for this adventure. Any questions or logistical issues, just ask Nick.



OUTLINE ITINERARY

31 Jul



After your arrival, you can grab a burger at The Big Lebowski, chill out in some thermal baths, or look around the town. You're welcome to arrive earlier, but be sure to be in Reykjavik by lunchtime. At 14:15 our coach will leave for the expedition start point. Lunch will be provided, as we make the 4-5 hour trip up to Akureyri in the far north. Overnight at a nice campsite in Akureyri with a cooked dinner.

03 Aug



Today is flat. Very flat. You'll take in stark wilderness views, with the tongue of the Hofsjokull glacier just visible in the distance. Today is our first (very) wild camp.

01 Aug



Wake up early if you'd like to take a ceremonial toe-dip in the northern Icelandic waters, then start your official Great Norse Run. This day will begin on the main road out of Akureyri; which will dwindle to a dirt track, which will reduce to a path. Civilisation will be very much in the rearview mirror. Night in the barn of a far-flung Icelandic horse farm.

04 Aug



Mind over matter today. Deep in the heart of the Icelandic desert, you need to stay mentally strong to keep on going. Tired legs, but amazing views of two huge glaciers in the distance. Overnight near a remote mountain hut at the foot of the biggest glacier.

02 Aug



Today will be slightly more challenging. We rise slowly (then less slowly) towards the desert plateau. A river babbles to our left, but soon disappears as we hit the scramble to the top. Now the expanse of the Icelandic interior begins, a place not many get to see. Beautiful shades of grey from ground to sky, with nothing to break the view as far as the eye can see. We'll camp overnight next to thermal springs.

05 Aug



Today is all about fire and ice, running between two huge icecaps – very peaceful, very surreal. Watch out for the active volcano to your left! You'll have your first river crossing today. Cold? We prefer 'very bracing'. Make sure you know where your spare socks are! Still surrounded by grey, but bits of green are just visible on the horizon. Wild camp.



OUTLINE ITINERARY



06 Aug

Today is your last day in the interior desert – prepare to see the colour green again. River crossings will be challenging today, expect to get quite (very) wet. Enjoy a celebratory meal in the evening to make up for it. You might actually see someone from outside of our group today, as we cross a small road; but probably not. Wild camp.



09 Aug

After the rest day, you'll be feeling renewed and replenished (well, good enough to get to the finish). You'll run through the stunning national park today, with views to sooth your soul, and natural wonders to inspire your legs to go the extra miles. Save some memory in your camera for this day.



07 Aug

Running out of the desert into a national park. Expect Lord of the Rings and Game of Thrones scenery. Other-worldly shaped hills, ridiculous colours and multi-coloured rainbow cliffs. Geothermal plooms all around. Enjoy, it's your rest day tomorrow!



10 Aug

Just one more (small-ish) icecap to run past, then expedition's end. The Great Norse Run comes to an official close, celebrated with tea and medals. Team bus back to Reykjavik. We'll be staying in Reykjavik, with a reasonably rowdy party that evening.



08 Aug

You'll take a rest from running today, but still get some adventure in with amazing walks on multi-coloured cliffs, the smell of sulphur all around. There will be activities for those who want them, and absolutely nothing for those who don't. Thermal streams are just five minutes walk away to wash away your pains.



11 Aug

Depart for the airport from Reykjavik with sore feet, new friends, possible hang over, and thousands of new memories. Ran across the whole country of Iceland? Tick.



KIT LIST

Camp-side kit list – Required items

Item	Qty	Notes	✓
Warm jacket	1	Preferably waterproof / showerproof	<input type="checkbox"/>
Warm trousers	1	e.g. Rab Kinetic Alpine 2.0 Water-proof Pant	<input type="checkbox"/>
Thermal base layer top	1	e.g. Rab Synchrino Base LS Tee	<input type="checkbox"/>
Thermal base layer bottom	1	e.g. Rab Synchrino Base LS Tee	<input type="checkbox"/>
Camp shoes / normal shoes	1	Better if waterproof, but not essential	<input type="checkbox"/>
Camp socks	3	The thicker the better	<input type="checkbox"/>
Hat	1	Warm beanie type hat	<input type="checkbox"/>
Towel and flannel	1	Don't bother with 'quick-dry'. They don't	<input type="checkbox"/>
Swimming costume	1	Yes, really	<input type="checkbox"/>
Medium size dry bag	1	It can rain in Iceland. This keeps some things a bit less wet	<input type="checkbox"/>

Item	Qty	Notes	✓
Large personal rucksack or duffel	1	65 litres should do (remember to roll clothing, don't fold it)	<input type="checkbox"/>
Metal spoon, fork and knife	1	Don't bring disposable plastic. It has a 100% chance of breaking / melting	<input type="checkbox"/>
Plastic / expedition mug	1		<input type="checkbox"/>
Plastic / expedition plate	1		<input type="checkbox"/>
Wash kit	1	You know what goes in a wash kit, but add nail clippers and wet wipes	<input type="checkbox"/>
Sleeping bag	1	Rated down to -5°C / 4 seasons	<input type="checkbox"/>
Travel pillow / real pillow	1	A real pillow is bulky, but you can't put a price on a good night's rest	<input type="checkbox"/>
Inflatable sleeping pad / roll mat	1	Full length, as comfortable as possible	<input type="checkbox"/>
Fine weather clothes (top, mid, bottoms)	3	Pack for three days in a pretty cold place. Jumpers, long trousers, etc.	<input type="checkbox"/>
– Jumper	1	e.g. Rab Outpost Hoody	<input type="checkbox"/>
– Trousers	1	e.g. Rab Incline Pants	<input type="checkbox"/>



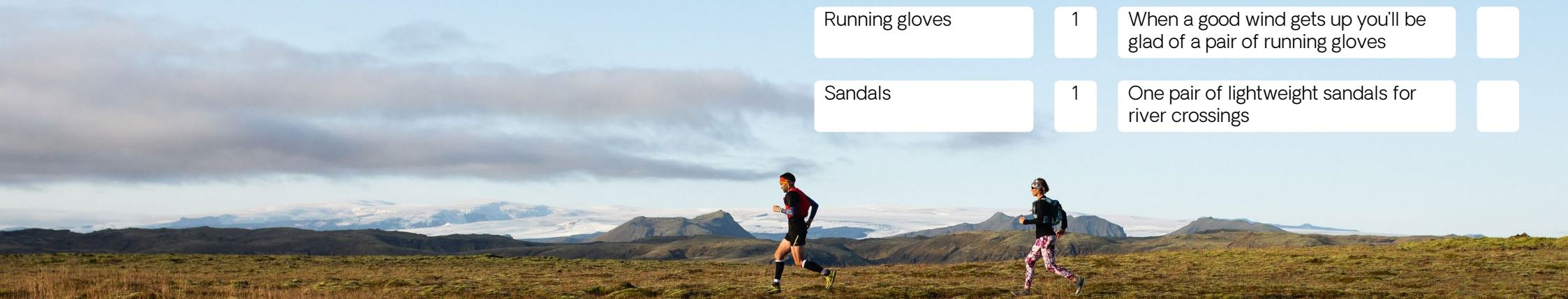
KIT LIST

Camp-side kit list – Optional items

Item	Qty	Notes	✓
Silk inner liner for sleeping bag	1	Very nice to have. Will keep you more toasty	<input type="checkbox"/>
Portable battery	2	(e.g. Anker) – note that we will not provide power	<input type="checkbox"/>
Personal stereo and headphones	1	It's nice to have epic music to go with epic adventures	<input type="checkbox"/>
Camera	1	Lightweight, or camera phone	<input type="checkbox"/>
Headlamp	1	The camp will be well lit, but you can never have too much light	<input type="checkbox"/>
Ear plugs and eye mask	1	People snore. This shuts them up	<input type="checkbox"/>

Running kit list – Required items

Item	Qty	Notes	✓
Hydration system or water bottles	1	Make sure it's easy to carry. Plan to carry 1–2 litres (3 pints)	<input type="checkbox"/>
Lightweight water-proof jacket	1	Mostly to keep the wind off	<input type="checkbox"/>
Good quality running shoes	2	You can get away with one pair, but at your own pair-!!	<input type="checkbox"/>
Non-rubbing under-wear.	3	Whatever works best for you	<input type="checkbox"/>
Good quality running or expedition socks	6	Six pairs, not six socks... obviously	<input type="checkbox"/>
Running bottoms and tops	3	Three full sets, assume mostly long sleeve and long trousers	<input type="checkbox"/>
Running tape	2	We will have some, but bring your own zinc-oxide / second skin, etc.	<input type="checkbox"/>
Running gloves	1	When a good wind gets up you'll be glad of a pair of running gloves	<input type="checkbox"/>
Sandals	1	One pair of lightweight sandals for river crossings	<input type="checkbox"/>



KIT LIST

Running kit list – *Optional items*

Item	Qty	Notes	✓
Waterproof trousers	1	Often not worth the hassle	<input type="checkbox"/>
Waterproof gaiters	1	Often better than the waterproof trousers. Plus it makes you look sexy	<input type="checkbox"/>
Buff or neck protector	1	Bright colours preferred, so you look the part	<input type="checkbox"/>
Running sunglasses	1	It can be dazzlingly bright in Iceland. Sometimes	<input type="checkbox"/>
Lightweight running base layer	2	For covering your arms in a cold wind, and may reduce rubs	<input type="checkbox"/>
Very small running pack or bum bag	1	You'll carry snacks, a small radio or tracker, water and first aid (<3 kg)	<input type="checkbox"/>
Suntan lotion	1	You never know. To avoid stinging eyes, use the bar kind for your face.	<input type="checkbox"/>









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