



**ProSportify announces the country's first multi-city Ultra Marathon:**  
*The Great India Run: From India Gate to Gateway of India*

**New Delhi, 2<sup>nd</sup> March 2016:** The Great India Run, conceptualized by ProSportify, aspires to change the perception of running in the country. Flagging off on the 3<sup>rd</sup> of July, India will bear witness to a unique property that will see 12 elite runners start at the iconic India Gate in the capital city, making their way to the country's financial capital, Mumbai. ProSportify's ambition is to shed light on sports beyond cricket in India. They began their journey with Pro Wrestling League last year, and they hope to further break boundaries with their second IP.

Elite marathoners will make their way through six Indian states ending at the Gateway of India, Mumbai on the 20<sup>th</sup> of July creating India's first-ever multi-city ultra marathon, The Great India Run. This novel initiative uses an apt tagline, Jeet Har Kadam Par, showcasing that running is for everyone.

The cross-country run will witness 12 Indian and International runners set a new record for the fastest time, covering a distance of 1480km. The inaugural edition of The Great India Run will see athletes Arun Bhardwaj, Mathias Jorgensen, Siddharth Choudhary, David Slotsgaard Bredo, Yuri Esperson, Lisa Stoddart, Meenal Sukhija, Satish Gujran, Ranjana Deopa, Naresh Bharadwaj, Dinesh Heda and Joginder Chandna, going the distance.

The Great India Run has partnered with mobile fitness start-up, MobieFit, creators of a free running & fitness training app which allow runners to get marathon-ready. The app also has a virtual TGIR challenge and users can participate remotely from wherever they are in the country and contribute to the cause by accumulating running distances. The ultra-marathon has also joined hands with GoSports Foundation who will be generating funds to be further donated to the country's deserving Olympians. The Great India Run is a call to all citizens, to come join the movement toward a healthier and fitter lifestyle, and join the ultra marathoners for either a 5km or 21km run in their city.

A keen promoter of running in India, **celebrity and Iron Man participant, Milind Soman** while speaking about his association with The Great India Run said, *"The running scene in India is beginning to gain momentum, and promoters such as ProSportify are bringing it to the fore inspiring events such as The Great India Run. Apart from helping to spread the message of health and fitness, the cross-country run will also aid our athletes as they compete at the Olympics. I think this will be a fantastic initiative and look forward to it."*

**MobieFit co-founder and actress, Gul Panag, when talking about the event said,** *"It is great to see more running initiatives in the country. Apart from the awareness generated about running, it shows citizens that anyone can run. It is a great opportunity to see self-made athletes take this up, and they are truly an inspiration to all."*

The Great India Run intends to promote the universal concept of running and hopes to influence Indians towards a healthier, less sedentary lifestyle. Speaking about the event, conceptualiser, **Vishal Gurnani, Director ProSportify** said, *"The mission of ProSportify is to break boundaries when it comes to any of our properties. So when we wanted to bring out a running intellectual property, it was only natural that it would be truly one-of-a-kind. In a country that needs to get fit, The Great India Run serves as a clarion call to motivate people to take up running earnestly. This in turn, we hope, will cause a revolution to promote running, and inspire citizens helping eventually to support our countrymen at the Rio Olympics."*

Registrations for the ultra marathon begin from 3<sup>rd</sup> March 2016 on the website [www.thegreatindiarun.com](http://www.thegreatindiarun.com) and the Mobiefit app. Registration fee start at INR 350 for 5 km and INR 600 for 21 km.

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**About Pro Sportify:**

ProSportify Venture Ltd is part of the same group of companies that has promoted the Pro Wrestling League which concluded its hugely successful first edition in December 2015. The company is formed with a vision to build non cricket sporting IP's and aims to work as a catalyst of change in the Indian sporting landscape.

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