



Six States & 1480 kms to chart the way for 'The Great India Run'

New Delhi, 15th June 2016: ProSportify, conceptualisers of India's first ever multi city marathon 'The Great India Run' today announced the revised dates for the event. 15 of the best ultra marathon runners from India and abroad would pass through six states viz; Uttar Pradesh, Haryana, Rajasthan, Gujarat, including Maharashtra and Delhi covering a total distance of 1480 Kms, to promote running as a sport in the country. The Great India Run, which is a joint effort of ProSportify and technology start-up MobieFit, will start its journey from New Delhi on the 10th of July and culminate in Mumbai on 30th July 2016.

Celebrity runners Gul Panag & Milind Soman would also be present for flagging off the run from Delhi on July 10th 2016. Running enthusiasts from Ghaziabad, Gurugram, Jaipur, Ahmedabad including New Delhi and Mumbai will get to closely interact with these professional runners and understand various aspects of running. Locals from all of these cities by paying a minimum registration fee will also have an opportunity to run a fun run of 5Kms or a half marathon of 21 kms with all of these elite Ultra Marathon runners in their respective locations. The inaugural edition of The Great India Run will see athletes Arun Bhardwaj, Siddharth Choudhary, David Slotsgaard Bredo, Yuri Esperson, Meenal Kotak, Satish Gujran, Ranjana Deopa, Naresh Bharadwaj, Dinesh Heda, Joginder Chandna, Pia Hansson, Sunil Sharma, Shweta Sharma, Kaushal Chauhan and Dhaneer Kumar going the distance.

"Ever since we first announced 'The Great India Run' we were overwhelmed by the interest it generated within the running community. It was only the growing interest and increased registration across the cities that we had to re look at the new dates of 10th July - 30th July 2016. Its indeed humbling to see how we as a nation are slowly progressing towards fitness as a culture and with more events like 'The Great India Run' I am confident that it will



not be long before India also boasts of laurels internationally in long distance running,” said Mr. Utkarsh Veer Singh, Chief Operating Officer, **MobieFit Technologies.**

Running enthusiasts from New Delhi, Ghaziabad, Gurugram, Jaipur, Ahmedabad and Mumbai can register for the 5Km Fun run or the 21 Km half marathon of ‘The Great India Run’, online, through the event site www.thegreatindiarun.com and also by downloading the **Mobiefit** application available on both Android and iOS devices. Registration fee start at INR 350 for 5 km and INR 600 for 21 km.

ProSportify & MobieFit plan to make ‘The Great India Run’ an annual event. The objective would be to contribute to the cause of developing future Olympians every year by donating the revenues to a charitable trust for sports development. The revenue generated from the inaugural edition will be donated to ‘Go Sports Foundation’ to further the cause of deserving Olympians in the country.

For further details please feel free to get in touch with:

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