

Khel Ratna Anju Bobby George Flags off The Great India Run from Gurugram

Delhi/NCR gather to commemorate the first edition of a multi city marathon Union Minister for Home Affairs Kiren Rijiju, Khel Ratna Anju Bobby George, and Co-Founder MobieFit Technologies, avid runner and fitness advocate Gul Panag send-off 15 Ultra Marathoners from India Gate, New Delhi

17th July 2016; Gurugram: The Great India Run, India's first multi city marathon conceptualised by ProSportify in association with MobieFit Technologies was flagged off from Gurugram by Khel Ratna Anju Bobby George. The run which started today early morning amidst a gala ceremony was flagged off from India Gate by Shri Vijay Goel, Honourable Minister for Youth Affairs & Sports, Mr. Kiren Rijiju, Union Minister for Home Affairs, Khel Ratna Anju Bobby George and Gul Panag, Co-Founder of MobieFit Technologies, an avid runner and a fitness advocate. The 1480 km long run, India's first multi-city marathon features 15 of the best ultra-marathoners from across four continents.

Arun Bhardwaj led the team of 15 ultra runners at India Gate while three of the runners simultaneously flagged off the event from Ghaziabad. A 5k fun run was also organized at each of these venues that saw participation from youngsters in galore. The Gurugram leg of the 'The Great India Run' also saw participation from the 'Gurgaon Road Runners Group', a member of whose Mr. Siddarth Choudhary is also one of the 15 ultra-marathoners participating in 1480kms long stretch from Delhi to Mumbai.

In its inaugural year, The Great India Run has been strategically placed prior to the Olympics, in order to stoke the flame of sport in the country. With a powerful message, the event has seen strong corporate backing with Tata Salt as title sponsor, powered by Aquaguard and outfitted by Adidas. NewsX, the iTV owned and operated 24hour news channel is on board as producer of the run, and will telecast live the most crucial moments of the race.

The run, one of the longest and most challenging in Asia, will test the resilience of even the most experienced of the pack. Truly a pan-India event, it will pass through the states of Uttar Pradesh, Delhi, Haryana, Rajasthan, Gujarat, Dadra and Nagar Haveli, finally culminating at Mumbai in Maharashtra on the 6th of August.

"The aim of this endeavour is to urge our countrymen to actively focus on their fitness and well-being. Through The Great India Run we also aim to showcase what phenomenal milestones a disciplined runner can achieve", added Gul Panag, Co - Founder MobieFit Technologies, avid runner and fitness advocate.

The thought behind the event is the dream of a fit India and it aims to be an annual feature in the Indian sporting calendar. In order to support the message, the mega-run features a 5k "Fun Run" at every pit stop (Ghaziabad, Delhi, Gurugram, Jaipur, Ahmedabad, Silvassa and Mumbai) for enthusiasts to venture into what is the most natural sport in the world. A 21k run is due to be held at Silvassa.

Interestingly enough, Silvassa also falls on the special route through which Milind Soman will - pass through on his 570 km stretch from Ahmedabad to Mumbai. With the spirit of the run in mind, proceeds from the Fun Runs that have been organised will go to the Go Sports Foundation to support the dreams of the country's future Olympians.

"It's a proud day for us today to launch India's first multi city marathon event which features -some of the exceptional runners from the world. TGIR is definitely not for the faint-hearted, as participants will be facing the additional challenge of running through the wee hours, climatic conditions etc. I'd also like to thank Shri Vijay Goel ji for gracing the occasion with his presence, and Anju Bobby George who has been an inspiration to the youth of the nation,"

said **Kartikeya Sharma**, Founder and Promoter iTV Network and Managing Director of ProSportify.

“It’s important for us to challenge ourselves on a regular basis to realise our full potential. I have been running half-marathons and full marathons regularly but this is my first attempt at 1480 kms over 20 days at a stretch. The outcome is not important, but what’s more important is the challenge is pose for myself to finish this run and ensure that my fitness levels are at the top,” said Siddarth Choudhary, one of the 15 Ultra Marathoners who hails from Gurugram.

The run from Delhi will move on to Jaipur and pass through Ahmedabad to culminate in Mumbai. The contingent consists of Arun Bhardwaj, Siddarth Choudhary, David Bredo, Yuri Esperson, Meenal Kotak, Ranjana Deopa, Melanie Delaney, Joginder Chandna, Dinesh Heda, Sreekanth Reddi, Pia Hansson, Shweta Sharma, Sunil Sharma, Dhanaee Kumar and Kaushal Chauhan. Along with the team, two Ambulances, a Nutrition vehicle and a nutritionist, three physiotherapists, and two masseurs with a support staff of 40 are travelling.