

Milind Soman to run 570 km for 'The Great India Run'

New Delhi, 27th June 2016: ProSportify, conceptualisers of India's first ever multi city marathon 'The Great India Run' today announced the inclusion of Silvassa as a special route. The destination that has been included as a pilot route, will see celebrity runner Milind Soman cover a distance of 570 kilometres from Ahmedabad to Mumbai via Silvassa, starting on the 27th of July.

The entire event, scheduled from the 17th July 2016 -6th August 2016 will see 15 of the best Ultra Marathoners from India and the world 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. Milind Soman will cover 570 kilometres of the run from Ahmedabad and reach Mumbai via Silvassa. Silvassa, the capital of Dadra and Nagar Haveli is known for its breathtaking scenery, water sports as well as the Endurathon which is an Ultramarathon that takes place at the city.

"I am happy to hear that The Great India Run will pass through Silvassa. It will create a lot of excitement for endurance running in the region and personally, I am looking forward to running in that beautiful place." said Milind Soman

Running enthusiasts from New Delhi, Ghaziabad, Gurugram, Jaipur, Ahmedabad, Silvassa 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 and supporting the endeavours of 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 Olympians in the country.
