

‘The Great India Run’ ropes in bookmyshow.com to manage registrations

New Delhi; July 8th 2016: India’s first ever multi-city marathon event ‘The Great India Run’ has roped in ticketing giants BookMyShow.com to help manage the registrations for the event. The event which is conceptualised by ProSportify in association technology start-up Mobiefit has been receiving an overwhelming response all across the six states that fall on its route. The 1480 km long running event starts on the 17th July 2016 from New Delhi and Ghaziabad simultaneously and passes through Gurugram, Jaipur, Ahmedabad culminating on the 6th August 2016 at Mumbai. The overwhelming response that the event has received compelled ProSportify to add a special pit stop in Silvassa which will be only covered by celebrity runner Milind Soman and a few local runners.

The Great India Run which aims to boost running as a sport in the country will feature 15 of the best ultra marathoners from India and abroad passing through six states in the country. pre selected pit stops of the run will consist of a 5K fun run as well as a 21 Km half marathon. The registrations for both the ‘Fun Run’ (Ghaziabad, New Delhi, Gurugram, Jaipur, Ahmedabad, Silvassa, Mumbai) and the ‘Half-Marathon’ (New Delhi, Jaipur, Ahmedabad, Silvassa, Mumbai) across venues can be done through bookmyshow.com for a minimal fees of INR 350 & INR 690 respectively.

Celebrity runners Gul Panag & Milind Soman would also be present for flagging off ‘The Great India Run’ along with renowned sportspersons from New Delhi on July 17th 2016. The inaugural edition of ‘The Great India Run’ will see athletes Arun Bhardwaj, Siddharth Choudhary, David Bredo, Yuri Esperson, Meenal Kotak, Ranjana Deopa, Sreekanth Reddi, Melanie Delainey, Dinesh Heda, Joginder Chandna, Pia Hansson, Sunil Sharma, Shweta Sharma, Kaushal Chauhan and Dhaneer Kumar going the distance.

ProSportify & MobieFit plan to make ‘The Great India Run’ an annual event. As the tagline ‘Jeet Har Kadam Par’ suggests the objective of this event is to build many

more athletes for the future with the attitude and determination to win. The event would also 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.
