

Ultra marathoners defy odds to roar ahead in The Great India Run

Nathdwara, 25th July 2016: In spite of all the adversities that one has to face through while on highways, the 15 ultra marathoners participating in The Great India Run, have shown what commitment to a cause means for the running community. The Great India Run - India's first multi-city marathon, that kick-started from the National capital on the 17th July 2016 aims to promote the sport of running across the country and is currently just 125 kms from covering the halfway mark. The group of runners who are running nearly 80 kms a day are aiming to complete the 1480 kms on the 4th August 2016 instead of 6th August 2016.

The Ultramarathoners who started the Rajasthan leg from Jaipur on the 22nd of July 2016 have been running above the stipulated distance necessary for them on a daily basis are now half way through the state of Rajasthan. While Arun Bhardwaj along with Dhanaee Kumar and Siddharth Choudhary have been running like breeze, Chandigarh stalwart Sunil Sharma has had to slow down a bit due to minor injury. He hopes to catch up with the pace of the others at the earliest. The Ultra marathoners have been starting their day at 6 AM everyday and have been running till 5 PM in the evening. They are currently running through Nathdwara heading towards Udaipur.

Accompanying the runners at all times are two fully equipped ambulances, a nutrition vehicle with a nutritionist on board, two physiotherapists and two masseurs along with a support staff of 40 to ensure a hassle and injury free run. ProSportify has conceptualized the Great India Run in association with technology start - up Mobiefit Technologies. In its inaugural edition the event has attracted some big corporates as sponsors viz; Tata Salt as the Title Sponsor, Aqua Guard is powering the run while sports apparel giants Adidas have come on board as the kit partners. 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 run.