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Headlines: City gears up for Runs

# City gears up for Runs

**DC CORRESPONDENT**  
HYDERABAD, SEPT. 14

Hyderabad will witness three major running events over the next two months.

The Telangana State police has announced the second edition of the Indian Police Martyrs' Memorial Run on October 15 from Necklace Road. Registrations have begun for the run which will be held in 2K, 5K and 10K categories.

A police official said the event will be held every

year with support from Central Armed Police Forces and Central police organisations to honour personnel who died doing their duty.

The Hyderabad Ultra Marathon is scheduled for November 5 and will have categories of 50K, 25K, 12.5 K and 5K. This will be the first ultra run of the city. The minimum age for participating in the event is 18 years, and registrations have begun, an official said.

The Freedom Hyderabad 10K will be organ-

ised on November 26 at Necklace Road and is expected to see more than 15,000 runners. The tagline is 'Every Step Counts,' and aims at promoting fitness.

Speaking about the event, Vijay Devarakonda said: "10K Run is another reason that makes our city feel alive... it keeps us young. It's a fun time to take part in this event."

The event will have three primary categories — Elite 10K, Open 10K with timing chip and Open 5K.

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Headlines: With Freedom 10K run, changing the city's laidback image

## With Freedom 10K run, changing the city's laidback image

15th edition of the run launched in city

**A. JOSEPH ANTONY**  
HYDERABAD

Rank amateurs will rub shoulders with seasoned professionals among the 15,000 expected for the Freedom 10K run, to be held at Necklace Road on November 26, into its 15<sup>th</sup> edition.

Founding fathers of the nation's first such initiative Jayesh Ranjan, Telangana IT Secretary and film producer D. Suresh Babu were at hand to see the latest version being launched by Tollywood actors Vijaya Devarakonda and Poonam Kaur at a city hotel on Thursday.

Mr. Ranjan recalled how they had envisioned a drive free from political and religious colours, aimed purely at making Hyderabad a global city. "We were looking for a most joyful event that would set standards, where aspirants would pick up the best running practices," Mr. Babu said.

Race director Murali Nannapani said running was the cheapest medicine to buy. After the event's teaser was shown, he said he was glad the city and the State government had adopted the event as their own.

P. Chandra Shekhara Reddy, vice-president, Freedom, the sponsor of the event, said he had walked through all the 14 earlier editions. It was heartening to see even the differently-abled taking part, he said.

Vijaya Devarakonda said he hated waking up early until he saw the streets coming alive during the run. "I'm proud of Hyderabad, a chill, multi-cultural city. It will become much cooler with the run," he said.

"I want to change the impression of Hyderabad's Nizami laidback lifestyle. I'm keen on a healthy and happy Hyderabad and I will train for the run myself," said Poonam Kaur.



IT Secretary Jayesh Ranjan, film producer D. Suresh Babu, actors Vijaya Devarakonda and Poonam Kaur and race director Murali Nannapani at the launch of the 15th edition of Freedom 10K run in the city on Thursday. \*NAGARA GOPAL

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Headlines: Hyderabad 10K Run to be held on November 26

## Hyderabad 10k Run to be held on November 26

SPORTS BUREAU  
Hyderabad

The 15th edition of the Hyderabad 10K Run will be held on November 26, the organisers said here on Thursday. The premier event will have three categories Elite 10K, Open 10K and Open 5K run.

The logo of the run was launched by Jayesh Ranjan, IT Secretary, Government of Telangana, film actors Vijay Devarakonda, Poonam Kaur, film producer Suresh Babu Daggubati along with others.

Detailing about the event, race director Murali Nannapaneni said that this being the 15th edition, they were expecting around 15,000 runners from across the country and the world. "This time the event will be



TIME FOR HEALTH: Actor Poonam Kaur, IT Secretary Jayesh Ranjan, producer Suresh Babu D, actor Vijay Devarakonda and race director Murali Nannapaneni unveiling the Hyderabad 10K Run logo.

bigger and better. We had about 12,000 participants last year and this time, we are expecting about 15,000 participants. The race will also have athletes competed in nationals and Asian

championships. We have Corporate Cup which will be given to the MNC that is scheduled to send largest contingent for the event," he said.

One of the founders of the

race Suresh Babu said: "The race which was started to make Hyderabad as a global city now has turned into professional event. The event has set standards in the previous editions. This

is one of the most joyful runs in the country."

Jayesh Ranjan gave a call to all the IT companies to participate in large number. "Hyderabad city has become a hub for the IT industry. They need to have a healthy lifestyle. So all the IT companies should participate in the event," he added.

The organisers have roped in Vijay, who rose to fame with his recent flick Arjun Reddy, to attract mass participation. Speaking ahead of unveiling the logo, Vijay said, "Whenever I see Hyderabad as top cities in any survey for the best city to live in, I feel proud. The city is full of life. I want my city to be an active city," he said. Poonam Kaur also added that she will be training for the event and called for a mass participation.

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Headlines: Registrations open for 'Freedom Hyderabad 10K Run'

HYDERABAD | FRIDAY 15 SEPTEMBER 2017

# Registrations open for 'Freedom Hyderabad 10K Run'

**OUR BUREAU**

The logo of the 15th edition of 'Freedom Hyderabad 10K Run' was unveiled in the city by IT Secretary Jayesh Ranjan and GHMC Commissioner, Dr B Janardhan Reddy on Thursday.

Organised by Freedom Sunflower Oil in association with EventsNow and Hyderabad 10K Run Foundation, this year's run is organised on the theme #ReasonToRun and encourages participants to identify their motivation to run. Vijaya Devara Konda, Dr Murali Nannapaneni Race Director, Shyamgopal Nallapareddy, Hyderabad 10K Foundation, P Chandra Shekhara Reddy Vice-President Sales & Marketing, GEF India, Raj Pakala, CEO, EventsNow, along with other dignitaries were present at the event.

"Freedom Hyderabad 10K Run will be organised at Necklace Road on November 26 and is expected to see over 15,000 runners. We want to spread the message "Every Step Counts". Celebrities and people from all walks of life are expected to attend the event and promote their #ReasonToRun," said Dr Nannapaneni.

"This year, meticulous planning and efforts have been taken to improve quality of the event and runner experience to match the global standards," he said.

Ranjan said, "We would like to invite people from all spheres of life to actively participate especially corporates, housing communities, schools & colleges should register in large numbers to come forward. The people who are participating stand a chance to win upto Rs 10 lakh."

Pakala added, "The goal is to build this event as one of the best global running propositions. With this run we would like to engage a larger audience and promote an environment of health and fitness in the city."

Registrations are open at [www.eventsnow.com](http://www.eventsnow.com).



Jayesh Ranjan and Dr B. Janardhan Reddy participate in the logo unveiling

