

## Freedom Hyderabad 10K Run on 25<sup>th</sup> November 2018 @ Necklace Road

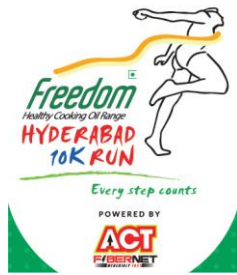
*Aims to promote #MyCityMyRun2018 besides encouraging health, fitness and sports among people*

- *Mr. B. Venkatesham IAS, Secretary Tourism, Govt. of Telangana, Mr. D. Suresh Babu – Director, Hyderabad 10k Run Foundation, Tollywood Actors Nikhil Siddharth and Pragya Jaiswal, Mr. Murali Nannapaneni, Race Director, Freedom 10k Run, were present to launch 16<sup>th</sup> Edition of Freedom Hyderabad 10K Run*
- *Over 15,000+ Runners with a mix different age groups are expected to participate in the Freedom Hyderabad 10K Run*
- *A new segment of Freedom Family Run is introduced this year encouraging at least 3 members of a family including one child to register and participate in the run*
- *Cause Partner Surge Impact to lead Impact Run –an initiative to get a Charity BiB supporting a specific cause.*
- *A new campaign encouraging participation of Start-ups- an initiative with the support of T-Hub, We-Hub and other incubators*
- *Registrations Now Open*
- *Register at [www.eventsnow.com](http://www.eventsnow.com)*

**Hyderabad, 4<sup>th</sup> October, 2018:** Hyderabad 10K Foundation and EventsNow in association with Freedom Healthy cooking oil range, ACT Fibernet and Lalithaa Jewellery announced the 16<sup>th</sup> Edition of ‘Freedom Hyderabad 10K Run 2018’ scheduled on 25<sup>th</sup> November 2018 from People’s plaza, Necklace road. The Freedom Hyderabad 10K Run is designed to promote health, fitness and sports culture among the people and drive home the idea that ‘every step counts’. This year’s run campaign theme #MyCityMyRun2018 encourages all the participants for a lifestyle of fitness. **Mr. B. Venkatesham IAS, Secretary Tourism, Govt. of Telangana Mr. D Suresh Babu – Director, Hyderabad 10k Run Foundation, Cine Actors Nikhil Siddharth, Pragya Jaiswal, Mr. Murali Nannapaneni, Race Director, Freedom 10k Run, Mr. P Chandra Shekhara Reddy, Vice President, Sales & Marketing, Freedom Healthy Cooking Oil Range, Mr. Partha Biswas, COO, Act Fibernet, Mr. Raj Pakala, CEO, EventsNow** along with other dignitaries & delegates announced the 16<sup>th</sup> edition of Freedom Hyderabad 10K Run 2018 and launched the campaign theme #MyCityMyRun2018 along with the Freedom 10K Run anthem

‘Freedom Hyderabad 10K Run 2018’ will be organized in Hyderabad on 25<sup>th</sup> November 2018 at Necklace Road and is expected to see 15,000+ runners (Elite, Amateur & Freedom family run). Hyderabad city will be witnessing enthusiastic participation from runners across India and overseas with an objective to run and celebrate the spirit of Hyderabad and spread the message ‘#MyCityMyRun2018’. Celebrities, regular running enthusiasts, fitness conscious individuals & families are expected to attend the event. Each 10K run participant will receive a T-shirt, Medal, Breakfast & Timing Certificate. This year’s Freedom Hyderabad 10K Run 2018 also encourages all the start-ups to register and participate in the run.

Speaking at the occasion **Dr. Murali Nannapaneni, Race Director Freedom 10K Run** said “Freedom Hyderabad 10K Run is mainly designed to celebrate the spirit of Hyderabad and promote running as a



primary form of fitness along with a healthy lifestyle to people across all walks of life. This year, meticulous planning and efforts have been taken to improve the quality of the event & the runner experience to match the Global Standards. The race will have 3 primary categories, Elite 10K Run, Open 10K Run with Timing chip and Open 5K Run. The highlight for this year will be the **Freedom Family Run**, encouraging the families to register, run and celebrate a healthy lifestyle. The Elite 10K run will be open to professionals who have to complete the 10K run less than 40 min (men) and 40 min (women) in the last 1 year. The Open 10k run will be a timed based run. The 5k Run is a non-time run and encourages all the participants to run and enjoy. The Freedom Family Run is a new segment run. It mainly encourages families to run together for a 5KM or less and set their fun and fitness goals.”

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy Vice President Sales & Marketing, Freedom Healthy cooking oil range** said “We are happy and proud to present this edition of **Freedom Hyderabad 10K Run 2018** in Hyderabad. The main aim of this initiative is to promote sports, fitness, wellness and a healthy lifestyle for all the citizens of Hyderabad. This year we have introduced the **Freedom Family Run**. This new segment has been launched to encourage the families to run together and adopt fitness, wellness & healthy lifestyle. We invite people to share their healthy Freedom family picture on the various social media platforms using #MyFreedomHealthyFamily. We wish more and more families come forward to adopt running as a primary form of exercise and resolve to live a healthy and happy life with the **Freedom to eat and Freedom to enjoy.**”

Speaking on the occasion, **Mr. Partha Biswas, COO, ACT Fibernet** said “We are happy to be associated with the **Freedom Hyderabad 10K Run 2018**, one of the biggest running event in South India. We are partnering with Startups and encouraging them to participate in the run and cultivate a culture of health and fitness at workplace. We will have special broadband packages for startups registering for the run. Besides ACT Fibernet – the fastest network of Hyderabad, will also reward the fastest runner Male & Female for the 10K category of timed Run. We wish the event a grand success.”

Adding to this **Mr. Raj Pakala, CEO, EventsNow** said “We are pleased to organize the 16<sup>th</sup> edition of Freedom Hyderabad 10K Run 2018. We encourage the people from all walks of life to participate in the race and promote the rich heritage of the city through #MyCityMyRun2018. We would like to especially call upon Corporates, Start-Ups, Schools & Colleges, Communities and Families to register in large numbers and to come forward and participate in the Run. The people who are participating stand a chance to win prize money in various categories of Elite Runners, Women, Veterans etc. We look forward to the city adopting a fitness culture and help the people lead a healthy life. We would also like to thank our partners for their continued support to the event and help making it bigger and better each year.”

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