



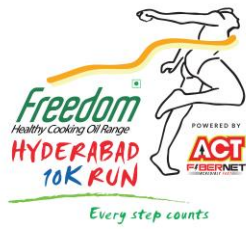
## Freedom Hyderabad 10K Run on 24<sup>th</sup> November 2019 @ Necklace Road

*Aims to promote #MyCityMyRun2019 #RunToBeFree besides encouraging health, fitness and sports among people*

- *Dr. Murali Nannapaneni, Race Director, Freedom Hyderabad 10k Run, Mr. Jayesh Ranjan (IAS) – IT, Secretary, Govt of Telangana, Mr. D. Suresh Babu, Director, HYD 10KRun Foundation, Mr. P. Chandra Sekhara Reddy, Vice President Sales & Marketing, Freedom Healthy Cooking Oils, Mr. Partha Biswas, COO, Act Fibernet - Freedom 10k Run, were present to launch 17<sup>th</sup> Edition of Freedom Hyderabad 10K Run*
- *Over 16,000+ Runners with a mix different age groups are expected to participate in the Freedom Hyderabad 10K Run*
- ***Freedom Family Run** is all set for its second year with an anticipated participation of 2000 runners where a family of minimum two adults and a child will run for a **5Km** or less than **5Km** distance.*
- *A new segment of **She5 Run** is introduced this year encouraging our women to participate in this **5KM** Run in large numbers and support **Women’s Education, Empowerment, Safety, Health and Pride** which we believe make them **UNSTOPPABLE**.*
- *Cause Partner Surge Impact to lead **Impact Run** –an initiative to allow participants get a **Charity BIB** supporting a specific cause.*
- *A new campaign powered by ACT Fibernet 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, 24<sup>th</sup> September 2019:** Hyderabad 10K Foundation and EventsNow in association with Freedom Healthy cooking oils, ACT Fibernet and Lalithaa Jewellery announced the 17<sup>th</sup> Edition of ‘Freedom Hyderabad 10K Run 2019’ scheduled on 24<sup>th</sup> November 2019 at 5am onwards at 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 is #RunToBeFree. Mr. Jayesh Ranjan (IAS) – IT, Secretary, Govt of Telangana, Mr. D. Suresh Babu, Director, HYD 10KRun Foundation, 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, Chairman, EventsNow, Mr. Naidu Darapaneni , CEO, EventsNow along with other dignitaries & delegates announced the 17<sup>th</sup> edition of **Freedom Hyderabad 10K Run 2019** and launched the campaign theme #Run to be Free along with the Freedom 10K Run anthem.

‘Freedom Hyderabad 10K Run 2019’ will be organized in Hyderabad on 24<sup>th</sup> November 2019 at Necklace Road and is expected to see 16,000+ participants of all genders and age groups (Elite 10K, Open 10K, 5K, She5 & 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 #RunToBeFree. Celebrities, regular running enthusiasts, fitness conscious individuals & families are expected to attend the event. Each 10K run participant will receive a T-shirt, finisher’s Medal, breakfast & Timing Certificate. This year’s **Freedom Healthy Cooking Oils presents Hyderabad 10K Run 2019** also encourages all the start-ups to register and participate in the run.



Speaking at the occasion **Dr. Murali Nannapanni, 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 run. The 5k Run is a non-time run and encourages all the participants to run and enjoy. The Freedom Family Run is mainly encourages families to run together for a 5KM or less and set their fun and fitness goals. We believe strong women are an essential part of any strong nation, this year we are Introducing women specific **SHE5 Run** which is a reflection of this idea, we want our women to participate in this 5KM Run in large numbers and support **Women’s Education, Empowerment, Safety, Health and Pride**. To encourage participation of women runners the registration fee for She5 Run has been discounted.”

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy Vice President Sales & Marketing, Freedom Healthy cooking oils** said “We are happy and proud to present this edition of **Freedom Hyderabad 10K Run 2019**. The main aim of this initiative is to promote sports, fitness, wellness and a healthy lifestyle for all the citizens of Hyderabad. After a successful launch and receiving a great response in 2018 Freedom Family Run is all set for its second year with an anticipated participation of two thousand runners where a family of minimum two adults and a child will run for a 5Km or less than 5Km distance. Discounted prices are given to encourage more families to register for this category. We invite people to share their family picture doing a healthy activity 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 partnership, **Partha Biswas , COO, ACT Fibernet** said, “Hyderabad 10K Run is one of the biggest running event in South India, and we are extremely proud to be the powered by partner of this incredible initiative for the third year in a row. It is our constant endeavor to provide a lending hand to organizations who are working towards building and empowering the community. Over the years thousands of people have been inspired to be part of the run pledging their commitment to a richer and healthier lifestyle. We are confident of a similar support and participation from the residents of the city this year also. Further, as powered by partners it is our responsibility to create more awareness about the run and encourage participation, This year more than 100 start-ups are expected to participate in the run. Support has been sought from T-hub, We-Hub and other incubators to create awareness about the run and encourage start-ups to register. ACT Fibernet is providing special offers for Start-Ups who register for the run.”

Adding to this **Mr. Raj Pakala, Chairman, EventsNow** said “We are pleased to organize the 17<sup>th</sup> edition of **Freedom Hyderabad 10K Run 2019**. We encourage the people from all walks of life to participate in the race and promote the rich heritage of the city through **#RunToBeFree**. Hyderabad is an IT HUB and no



major event is complete without the participation of IT & corporate sector, in the year 2018, 200 corporate companies and thousands of their employees have participated in the run and the enthusiasm of participation is only increasing year on year owing to an amazing and highly energetic experience of participation in Hyderabad 10K Run, this year we are expecting 250 corporate companies and 5000 participants in corporate sector. 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 the help in making it bigger and better each year.”

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