



PRESS RELEASE

The 6th Edition of GOA RIVER MARATHON 2015 GROWS LARGER

Proudly announces 'Skechers' as Title Sponsor for the 3rd year running Supported By Goa Tourism, Govt of Goa & Associate Partner, Sports Authority of Goa

- National and International Registrations touch over 2000 participants from across the world
- GRM be held on December 13, 2015 from SAG, Chicalim Grounds
- This year introduces Full Marathon of 42.2km for the first time in Goa
- GRMarathon course certified by IAAF and AIMS (Association of International Marathons)
- GRM completion certificate gives eligibility to participate in prestigious international events like New York, Boston, London marathon
- Well-known charity organisations Muskaan, COOJ, Ashadeep join hands to raise funds

PANAJI, NOVEMBER 30:Announcing the 6th edition of the Goa River Marathon (GRM) to be held on December 13th 2015 at a press conference held today, organisers informed that due to the proposed flyover work at Baina near Ravindra Bhavan, this year the event venue has been shifted to the Chicalim SAG Grounds.

With worldwide official recognition now given to GRM with IAAF officials approving and certifying the route for the 10km, Half Marathon and Full Marathon on par with international events, this year timing certificates within eligibility will also allow entry to most International worldwide events. For the first time in Goa, GRM will also host the full marathon of 42.2 kms, thus hosting a truly world class long distance fitness sporting event !!

With online registrations from national and international participants already touching over 2000 and growing, a concerted effort has been made this year to garner more participation from local Goans, through practice runs and registration drives held in Vasco and Panjim respectively. Organisers also announced a special discount for Goans to attract more youngsters and the young at heart to this healthy lifestyle sport.

Presented by **Title Sponsor 'Skechers'** the shoe brand from USA, for the 3rd year running, **Shri Rahul Vira, CEO, Skechers South Asia Pvt Ltd** stated today, "Skechers is very proud to be associated with the Goa River Marathon 2015. Skechers is globally a leading fitness brand, inspiring and helping athletes experience running and walking in all its forms, hence we continue to be associated with this marathon. We at Skechers are all avid runners, so many of us will be participating in this marathon."

Yet another highlight is this year's full hearted **Supported By partnership with Goa Tourism, Govt of Goa and Co-Associate Partner, Sports Authority of Goa (SAG)** joining forces with the 6th edition of Goa River Marathon 2015.

Speaking on the occasion at the press conference held today at GTDC, Paryatan Bhavan, Patto, **Minister of Tourism, Shri Dilip Parulekar** said, "Goa Tourism is extremely delighted to be associated with the Goa River Marathon (GRM) scheduled to take place on December 13, 2015. This event has become a prestigious tourism sports event and its strength is growing with both local, national and international participation. The GRM is among the top five running events in the country and Goa is honoured to be hosting such a world renowned sports event having great tourism significance and a big draw for tourists. This marathon which runs parallel to Goa's picturesque river waters fringed with swaying palm trees and pleasant climate will certainly enthuse the runners and other participants in the charity fun walk run. Goa Tourism is venturing into promotion of various new tourism facets and Goa is already gaining popularity as a Sports tourism destination. We wish all the athletes participating in the GRM the very best and also wish the organizers a successful event in December." The press conference was also attended by **Shri Sanjay Chodnekar, General Manager, Marketing, Goa Tourism**, who expressed the support of the Tourism department to encourage sports tourism in the State.

Addressing the press conference, **Mr Nitin Bandekar, President, Vasco Sports Club, Organiser of Goa River Marathon** expressed happy enthusiasm saying, "Goa River Marathon today has become an international long distance event hosted in Goa. The accreditation from IAAF for the course, and our membership with AIMS (Associations of International Marathons and Distance races) are ground breaking steps, which only very few other events in India can boast of. This year, our association with Goa Tourism is another link to make it not only a sporting event but true to Goa, a tourism event as well. Participants each year run the GRM and then holiday here for a couple of days with family and friends. Like eco tourism or medical tourism, GRM is pioneering in Sports tourism in Goa. Already more than 2000 odd registrations causing at least more than 1500 odd hotel room bookings in Goa, is testimony to this. This year we wish to give participants more of the Goan hospitality, with entertainment and a carnival flavour."

Adding might to the occasion, this year the **Sports Authority of Goa** partnership with GRM also shows full support as Co-Associate Sponsors, along with the **Athletic Federation of Goa** providing technical assistance and **Directorate of Sports** encouraging participation from schools and institutions.

GRM extends support to promote charities like **COOJ** (Psychological Rehabilitation Centre for Mentally ILL Adults) And Suicide Prevention Centre; **MUSKAAN** (Support Group for Cancer Patients and Survivors) and **ASHADEEP** (School for the Mentally Challenged Children), making the sporting event the largest health & fitness lifestyle marathon of the world to be held in Goa. Organisers also add that cancer survivors and by-pass heart patients will join the run to make a strong voice for a healthy productive life.

This year the GRM has also tied up with **Special Olympics Bharat** and will be having a special event with participation of 40 runners in the 5 km and 100 metres category, organisers stated.

The 6th edition of the Goa River Marathon on December 13th is presented by Title Sponsor Skechers and Supported by Goa Tourism, Govt of Goa in association with Sports Authority of Goa (SAG), Carasid, DSK group, LIC, Pfizer , Federal Bank, JSW, Performax, Bisleri, Enerzal Nestlé, 92.7 Big FM and and Think Geek Media

For participation inquiries, call on Vasco Club House 083-225-11333 /or Gagan 901-174-3543/ Dinesh 098 22 123021

To register online, log on to www.goarivermarathon.com

LIVE updates on Facebook: <https://www.facebook.com/Goa.River.Marathon>