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Gauteng to host Africa's richest run

Blue IQ Investment Holdings, an agency of the Gauteng Provincial Government is pleased to announce the hosting of the inaugural BIQ City2City ultra marathon. The race, organized in conjunction with Central Gauteng Athletics, an affiliate of Athletics South Africa will be run on Sunday, 7th September 2008.

The Blue IQ City2City ultra marathon is Africa's richest race with prize money totaling R1.3million. The inaugural City2City marathon will start in Pretoria and finish at the Mary Fitzgerald Square (MFS) in Newtown. Newtown is the home of Blue IQ, as well as one of its key Business Tourism projects.

Blue IQ's involvement in the race is to demonstrate its commitment to social development, contributing towards developing healthy people, building the Gauteng Home of Champions and the development of the Global City Region (GCR).

"Many of the other provinces have key sporting events that attract not only the local population, but also international athletes, Kwazulu Natal has the Comrades, Duzi and Durban Africa Festival, the Western Cape has the Argus and Two Oceans races," explained Ms Nomhle Canca, CEO of Blue IQ.

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"While we have many noteworthy sporting events in Gauteng, not many can claim international; and national attraction. The City2city marathon will change

this and bring Gauteng one step closer to being the True home of Champions,” added Canca.

The president of Central Gauteng Athletics, Mrs. Snowy Matthews welcomed Blue IQ as the sponsor of the City2City Ultra Marathon 2008. The president added that “Blue IQ is not new to athletics in the province. Blue IQ sponsored the successful Joburg City Challenge which commemorated the official opening of The Mandela Bridge. “Blue IQ’s offering of lucrative prize money provides opportunities for our athletes to show case their talent. This year BlueIQ City2City Ultra Marathon has the likes of Farwa Mentoore and Josiah Thugwane taking part in the marathon.”

The marathon which is being held in September is also a deliberate attempt to build on the activities being planned for Heritage Month. “The City2City Ultra Marathon is not only about running but also about people from diverse communities and lands, coming together to share in the joys and tribulations involved in this endurance race. It is also about showing the connectedness of the major metropolitan areas in the Province, in people, technology and infrastructure.

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