

Blue IQ and its partners, the City of Tshwane, the Gauteng Tourism Authority (GTA), its media partner Jacaranda 94.2 and the organising body, Central Gauteng Athletics, yesterday launched the second Blue IQ City2City Ultra Marathon. This race will start at Hennops Park in Tshwane and finish at Newtown Park in Johannesburg, linking two key centres in Gauteng.

The City to City Race was established over 70 years ago and has been in the running calendar since inception, save for 2 years in the absence of sponsorship. Blue IQ came on board in 2008 as the main sponsor. Blue IQ's key objectives in sponsoring the race, is to build on the existing platforms and interventions in establishing Gauteng Provincial Government's Gauteng City Region (GCR) and its tourism mandate of the 'Gauteng Home of Champions' as well as in adding to the activities of the BRAND GAUTENG initiative, which was launched last year by the Office of the Premier.

The Blue IQ City2City Ultra Marathon shares a platform with the other big races in the country and the lucrative prize money is a deliberate attempt to ensure world class entries. Dubbed, 'the Richest Race in Africa', the prize money stands at R1.3 million. Last year the Race attracted the top athletes in the country and from beyond our shores, such as Farwa Mentor, Joshiah Tungwane, Kotov Vladimir, and Johannes Kekane. Similarly, the top prizes in the men and women categories respectively went to Dombojena partipher in first place and Samukeliso Moyo both from Zimbabwe.

Last year's race was a big success, attracting more than 4000 runners in the space of only two months, but it did not allow Blue IQ to obtain the buy-in of the relevant stakeholders. This year however, Blue IQ's CEO, Amanda Nair is clear about the race being a collaboration of efforts by its partners, in selling Gauteng to the world. In the delivery of her speech she poignantly stated, 'I encourage each of you to embrace THE

RACE as a driver of social economic purpose and a fruitful intervention in building on the brand of Gauteng'.

In so doing, the spectators can expect an exciting line up of activities in and around Newtown as all the local restaurants are planning to remain open for business to ensure an entertaining spectator experience.

The race this year will take place on Sunday, the 27th September, adding to the Heritage celebrations, which customarily takes place in the month of September. To

accommodate the other activities that are planned for Newtown during Heritage Month, the finish has been moved to Newtown Park instead of Mary Fitzgerald Square.

The closing date for entries is 18th September 2009 and the first 5000 paid entries will receive a 2010 tog bag, t-shirt and peak, in addition to the medal and race t-shirt.

Entries can be faxed to CGA on 011 873 2726 or to enter online www.entrytime.com.
Entry forms can also be downloaded from the race's website www.blueiqcity2city.com.
In addition, entry forms are available at the following selected sport shops: Bedford Runner, Randburg Runner, Runa-Way Sport, Running Inn, The Sweatshop in Dunkeld and Fourways, The Edge in Bedford Centre and in Westgate, Varsity Sports, Southgate Virgin Active, it is also distributed at weekly club races in Gauteng and are available from CGA and AGN offices.

The Race Office can also be contacted on Tel 011 873 2726.

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