

East Coast Radio and Discovery team up on KZN's biggest family participation event

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The East Coast Radio Big Walk has entered a new era in its six-year history with the announcement that Discovery is the new co-sponsor of the walking event, which showcases the best Durban has to offer. The event takes place on 07 June this year. The announcement was made at an official launch at the East Coast Radio offices in Umhlanga on Tuesday, 21 April.



East Coast Radio's Chief Executive Officer, Trish Taylor said, "We are thrilled with the new partnership between East Coast Radio and Discovery. The expansion of the event will see the Discovery East Coast Radio Big Walk become the biggest family participation event on the KZN calendar."

The event has grown and improved tremendously over the past few years and has become one of the largest family fun events that the city of Durban has ever seen. From having had just 1800 walkers in its first year to seeing a whopping 8000 walkers last year, the support of East Coast Radio's listeners gleams through.

Entrants this year will see the Walk move from a one-route event to four routes, including distances of 5km, 10km, 15km and 20km, with the 20km route being a fully timed race.

"Discovery is already involved with major walking events in Johannesburg and Cape Town, so we are delighted at the opportunity to engage with the Durban community and interact with Durbanites in a fun-filled, relaxing, family-friendly environment."

According to Hylton Kallner, Chief Marketing Officer of Discovery, the decision to support the event for the next three years stemmed from its strong health and community benefits.

"Discovery's aim is to make people healthier and enhance and protect their lives. Our Vitality programme encourages people to lead healthier lives and events like the Discovery East Coast Radio Big Walk provides us with further opportunities to raise their awareness of the value of regular exercise and in particular, the health benefits of walking."

Kallner says research shows that walking 10 000 steps every day is all you need to get your daily dose of exercise, so the walk ties in perfectly with Discovery's commitment to encouraging healthy, active lifestyles.

The Discovery East Coast Radio Big Walk also contributes to worthy causes, thanks to the involvement of the Rotary Club, which provides services to support the walk, such as marshals and watering points. Any funds raised through the Walk will go to Winter Warmth - the well-known joint initiative between Rotary and East Coast Radio to collect blankets for the poor.

Discovery Vitality members taking part in the Walk will earn 3 000 base fitness points for walking 5 or 10 km and 5 000 base fitness points for walking 15km or 20km.

Entries for the event open on 01 May 2009. For further information regarding the Big Walk visit www.ecr.co.za or call 083 910 3825.



(From left to right) East Coast Radio's MD Trish Taylor with the MD of Treble Entertainment, Alec Lenferna, and Discovery's Deputy General Manager, Marketing Services, Immaculata Matjila, at the launch of the Discovery East Coast Radio Big Walk. Photographer: Finola Quarsingh.

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