

Get Running For Fun and Health



In an effort to promote the message of maintaining a healthy lifestyle, *Woman Today*, the only women's magazine from Qatar published by Oryx Advertising Company WLL, has announced Qatar's first ever mini marathon (4.2km), slated to be held on February 28, 2009.

ASPIRE Academy for Sports and Excellence has extended its support to this endeavour and will be the presenting sponsor of the event, and the ASPIRE Zone facilities have been chosen as the proposed venue for the marathon.

Running, often a solitary pastime, is now increasingly being seen as a participation sport that offers ordinary individuals the chance to get fit and make friends along the way – the fun element in serious exercising – the aim of the *Woman Today* Mini Marathon.

“Health and well being are key issues for *Woman Today* and we wanted to promote it with a simple yet powerful message. Running is by far the simplest and one of the most effective forms of exercise and the *Woman Today* Mini Marathon seeks to bring together serious and first time runners,” says Ravi Raman, the Vice President of Oryx Advertising.

Whether one is entering a race in order to test the level of their running ability, or simply for the fun of enjoying the moment surrounded by fellow fitness enthusiasts, there is no doubt that organised events and their rise in the past few years have brought a new dimension to running, alluring more people to participate in them.

“We are excited with the initial response of our readers and are all set to kick off the road shows and registration process. ASPIRE’s partnership adds tremendous value as they share our vision in promoting a healthy lifestyle in Qatar,” Raman noted.

ASPIRE Academy for Sports Excellence in Doha, created in 2004, has dual aims of identifying and transforming promising student athletes into world-renowned champions across a wide range of sports.

“ASPIRE is delighted to be partnering with the *Woman Today* Mini Marathon from the very beginning since this event is shaped to integrate sport into the life of the people of Qatar and the benefits of a regular physical activity are highly positive in terms of health and wellness improvement. The participants and spectators will enjoy the scenery and setting of an unequalled and highly innovative sports facility, which is regularly hosting top-level sporting events,”

Laurent Joliat, ASPIRE Academy Communications Manager remarked.

ASPIRE Academy for Sports Excellence is distinguished by a philosophy which aims to develop the student as a whole, providing them with full academic, social and sporting development.

Unrivalled facilities, housed in and around the world’s largest purpose built indoor sports dome, ensure the Academy’s reputation as one of the foremost sporting and educational institutions in the entire international community, enticing an ever-increasing number of visitors and users, from sporting legends to global political leaders.

The *Woman Today* Mini Marathon is open for women only, who are above the age of 18 years and for all those who have parental consent (in the case of minors). Online details for *Woman Today* Mini Marathon can be availed at www.wtminimarathon.com.