

## Discovery sponsors East Coast Radio's Big Walk

The East Coast Radio Big Walk has a new sponsor in Discovery, it was announced earlier this week. The Big Walk takes place on 7 June 2009.



East Coast Radio's MD Trish Taylor (left) 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)

East Coast Radio's CEO, 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 over the past few years, from 1800 walkers in its first year to 8000 last year. This year the walk will expand from being a one-route event to having 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," says Taylor.

### Health and community benefits

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.

"Our 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 provide us with further opportunities to raise their awareness of the value of regular exercise and in particular, the health benefits of walking," he says.

Kallner says that 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 the medical aid scheme's commitment to encouraging healthy, active lifestyles.

## **Winter warmth to benefit**

The 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 3000 base fitness points for walking 5 or 10km and 5000 base fitness points for walking 15km or 20km.

Entries for the event open on 1 May 2009. For further information regarding the Big Walk, go to [www.ecr.co.za](http://www.ecr.co.za) or call +27 (0)83 910 3825.

For more, visit: <https://www.bizcommunity.com>