

NEW LOOK FOR REGGAE MARATHON 2011

With participants from over 15 countries and a host of local fitness enthusiasts already confirmed for this year's race, the organisers of the Reggae Marathon, Half Marathon and 10K are announcing improvements to the event.

According to Race Director Alfred Francis the marathon course has been changed to heighten the experience for the participants. "Instead of going out and back, the Marathon Course will be looped and the Half Marathoners and 10K participants will continue to enjoy a fast, flat course which is among the world's best," he explained. He said this should also generate more spectator as well as community support from the people of Negril as "there will be more music stations per mile, and though the same road closure hours and rules will be enforced, the activities will be concentrated in a smaller band. This will facilitate greater use of alternate routes to ease the inconvenience for the Negril community".

Francis said the courses for all three (3) race events were recently certified by the International Association of Athletics Federation (IAAF) and USA Track and Field (USTAF). He added, "The certifier was pleased with the looped Marathon Course and like us, feels that the new course will also find favour with participants".

The Race Director also announced that for this year there will be "a school's team championship in the 10K and a corporate team championship within the Half Marathon and 10K events". He said certificates and medals will again be awarded to all finishers. The prize purse of approximately J\$1Million, includes a contribution from NACAC.

Reggae Marathon has also attracted new sponsorship for 2012 in Hi-Lyte Sports Drink, Lumitech International Limited and Jamaica Broilers. "We are happy to be associated with HiLyte, an excellent rehydration liquid, produced locally by Virginia Dare, as well as market leaders Jamaica Broilers. This is in keeping with our aim to present the best in Jamaican products. Lumitech has come on board to provide solar powered misting for the comfort of our participants and are also in line with our mandate to green the event".

After a day of running and walking, marathoners are invited to enjoy the beach victory party that will be moved to the actual finish line at the Long Bay Beach Park "where spectators, supporters and participants will mingle and enjoy the best of Reggae Marathon hospitality and entertainment", Francis said.



Reggae Marathoners on the move. (Photo: Errol Anderson)