

Boost for NMB Metro as Algoa FM supports a first for Africa: The Official Color Run

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In a boost for tourism and the positive positioning of the Nelson Mandela Bay, Algoa FM is the proud media and music partner for the first African "Color Run™" in the city.



Known all over the world as "The Happiest 5k on the Planet", the fun race will be run on Spring Day, September 1 - which is also the start of tourism month.

First run in Phoenix, Arizona, in January 2012, The Color Run™ event toured 50 US cities and three international cities in its first year, attracting over 600,000 participants, 650,000 Facebook fans, and over 4 million views on YouTube, while raising donations for over 60 charities.

"As the leading radio station in the region we understand the importance of tourism to the Metro economy. We are pleased to be able to support this iconic event in the Friendly City - its natural home on the African continent," says Algoa FM Marketing Manager Toinette Koumpan.

Participants set off wearing white - anything from white T-shirts to white tutus.

A festival of colour is sparked by the starting gun.

Volunteers shower runners with clouds of brightly-coloured powder at each kilometre mark - they go from white to yellow, red, blue and then purple over the course of the run.

The powder used is made from eco-friendly coloured corn-starch and food-grade colouring.

The race ends with a colour-throwing party where Color Runners and spectators get to make the world a brighter place, turning the finish line into what CNN iReport described as looking "like a tie-dye convention".

This year The Color Run™ will be splashing its trademark palette over 100 US cities and scores of cities across Europe, Australia, South America and Asia, with over a million participants worldwide.

"Every day, hundreds of people make requests on our Facebook page for us to bring the event to their favourite city," says Snyder. "We're now excited to be answering the call in South Africa!"

The Color Run™ organisers chose PE because locals have a reputation for giving 100% when it comes to supporting events in their city. It's all about having fun, celebrating life and promoting healthy living, getting all of PE up and out and enjoying a unique community experience, he says.

Entries are open for The Color Run™ 5k event in PE. For more information on how to enter visit www.algoafm.co.za, or pick up an entry form at Brian Band Sports in Newton Park, News Café at the Boardwalk, or the Zports offices in Sydenham.

Because if you miss this one, there's only one colour you'll be... blue.

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