



## **Lavasa to kick start annual Hill Run from January 2014**

- ***Lavasa presents the first of its kind Hill Run in India***

**December 19, 2013:** Start 2014 on a healthy footing! Run at 'Lavasa Hill Run'- The first health run of the year.

Amidst the picturesque locales of the Sahyadris, Lavasa is happy to announce the 'Lavasa Hill Run' on **5<sup>th</sup> January 2014**. This will provide its participants with the opportunity to begin the year on a fit note, and its residents the opportunity to append to their quality of life. With such kind of runs gaining popularity across the globe, Lavasa presents the first of its kind hill run in India.

As a part of the Hill Run, the runners would traverse through major points of interest in the city alongside the scenic overlooks of Lavasa City. The run will start and end at the Lavasa International Convention Centre (LICC). Runners can participate in two categories, namely; the 5-Km Dream Run and a 10-Km Endurance Run as per their choice.

The Lavasa Hill run will see over 1000 runners, nature and sport enthusiasts with a passion for running participating in this event. Prizes worth Rs. 8 lakhs will be awarded to winners.

Complementary to Lavasa's theme of 'The High Energy Life', this hill run is ideal for racers who are looking for a challenging run. So if you are a fitness freak, high on adrenaline and enchanted by the hills and its greens, this is the run for you.

### **Details of the Lavasa Hill Run:**

Date – 5<sup>th</sup> January 2014

Time – 10:00 am

Race Venue – Lavasa

Start & Finish point – Lavasa International Convention Centre

For registration, race details, route maps and training details visit [www.lavasahillrun.com](http://www.lavasahillrun.com) and be a part of this experience!

### **About Lavasa**

Lavasa is India's first hill city where people can live, work, learn and play in harmony with nature. Lavasa, an inclusive city being developed by HCC (Hindustan Construction Company) over 10,000 hectares, is based on the principles of New Urbanism. It takes three hours from Mumbai and one hour from Pune to reach Lavasa by road. Lavasa will host a multitude of global leaders in hospitality, tourism, education, health care, business research and industry. The hill city provides a combination of contemporary and timeless architectural designs, with multiple options for housing including rental housing, apartments and villas. With state-of-the-art infrastructure and amenities, the city enables people to live life in full.

**For more information, please contact:**

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