



Lavasa Hill Run, the first scenic 10KM hill run of the year calls on people to run for good health

- **Over 700 running enthusiasts to run in the first edition of Lavasa Hill Run on Jan 5, 2014**
- **Runners from Kenya/Ethiopia to participate in the first edition**

January 03, 2014: Lavasa Hill Run the first of its kind hill run launched by Lavasa Corporation will have fitness enthusiasts running in a pollution free environment against the scenic hills as the backdrop. The 'Lavasa Hill Run' to be held on **5th January 2014** will provide participants the opportunity to begin the year on a healthy note.

With marathons and endurance runs gaining popularity across the globe, the response to Lavasa Hill Run was on expected lines. Over 700 running enthusiasts have registered for the first of its kind Hill Run to be organized in India. The first health run of the year will see participation by runners from all walks of life as well as international athletes from Kenya, Uganda and Ethiopia

"Hill running is a popular sport worldwide with many countries like Scotland, England and Japan successfully hosting such runs throughout the year. We at Lavasa decided bring this unique concept to the increasing health and fitness conscious minds in India today. And what better way to kick start the New Year than starting it on a healthy note" says Rajgopal Nogja, Group Chief Operating Officer and Whole time Director, HCC

Dignitaries from the defense forces, Air Marshall K.S. Gill - AVSM, YSM, VM (G) & Mrs. Gill will be the, Guest of Honors and Rear Admiral Anand Iyer & Mrs Iyer will be the Chief Guests for the Lavasa Hill Run.

Lavasa Hill Run provides a great platform for nature and sport enthusiasts with a passion for running as they would traverse through major points of interest in the hill city alongside the scenic locales of Lavasa. 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. To encourage more participants, Lavasa Hill Run allows spot registration.

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 – 5th 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 and be a part of this energetic experience!

About Lavasa

Lavasa is India's first planned 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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