

News » Cities » Bangalore

Winter is time for the Midnight Marathon

Staff Reporter



Former model Milind Soman and Miss Earth 2010 Nicole Estelle Faria are the brand ambassadors for the marathon. Photo: Sampath Kumar G.P. The Hindu

Rotary Bangalore IT Corridor announces sixth edition of Bengaluru Midnight Marathon

Marathons have come to be known as the single largest community sports events in the recent years. Every year, scores of runners have been participating in various international marathons organised for various social and charitable causes. Bangalore Midnight Marathon (BMM) has the distinction of being one of them.

The sixth edition of this “one of its kind” Midnight Marathon will be held at the strike of 12 at Karnataka Trade Promotion Organisation in Whitefield on December 15.

Organised by Rotary Bangalore IT Corridor (RBITC), the run is a flagship fund-raising event for RBITC’s social service projects. The theme of this year’s marathon “Run for Bengaluru” was unveiled by brand ambassadors - Milind Soman (model and celebrity runner) and Miss Earth 2010 Nicole Estelle Faria at a press conference in the city on Wednesday.

Giving details about the event, RBITC charter-President R.K. Misra more than 10,000 people were expected to participate in the run.

Pointing out that the key events on December 15 will include the Marathon (42.195 kilometres), Half Marathon (21.95 kms), Target 10k Run (10 kms), Adecco IT City Fun Run (5 kms) apart from Corporate Relay cup and the Women’s Relay cup. Live entertainment and cultural events will also be organised to keep the runners and their supporters pumped up all through the night.

Stating that similar marathons in the past had received tremendous recognition, he said it had been conceptualised to celebrate the spirit of Bengaluru and its spirit of innovation. The number of participants have been increasing over the years, especially from the corporate sector, Mr Misra said.

Speaking about the technicalities of Marathon at the conference, Gul Mohamed Akbar, Race Director for BMM 2012, called upon people to take up distance running in order to keep themselves healthy.

Vijay Cavale, Series Promoter, Viraf M Sutaria, President, Milind Soman and Nicole Estelle Faria also spoke at the conference. The sponsors of the event are Yes Bank, Target, Adecco and Manipal Hospitals.

Online registrations for the individual events of BMM 2012 had begun and participants could register only by logging on to www.midnightmarathon.in

Details on the Corporate and Women’s Relay cups can be had on 98801 05129.

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