



Hyderabad gears up for Freedom 10K Run on 27th November 2016

Official Race T-shirt & Medal Unveiled

- **Mr. Bonthu Rammohan, Mayor, Hyderabad, Mr. M. Mahender Reddy, Commissioner of Police, Mr B. Janardhan Reddy, Commissioner & Director of Municipal Administration, unveil the official Race T- Shirt and medals for the Freedom 10K Run**
- Freedom 10K Run is scheduled for November 27, 2016 at Necklace Road, Hyderabad ○ 10,000+ Runners expected to participate in the inaugural edition
- **Over 3000 runners have registered so far.**
- Register at <https://www.eventsnow.com/hyderabad-event/hyderabad-10k-run/5697>

Hyderabad, November 17th, 2016: Hyderabad 10K Run Foundation in association with Freedom Refined Sunflower oil unveiled the Official Race T shirt and Medals for the “**Freedom 10K Run 2016**” powered by Events Now and presented by Homeo Care International scheduled on 27th November, 2016 AT NECKLACE Road. The Freedom 10K Run is designed to promote running as a primary form of fitness and encourage a healthy lifestyle, has received an encouraging response with more than 3000 registrations so far.

Mr. Bonthu Rammohan, Mayor, Hyderabad, Mr. M. Mahender Reddy, Commissioner of Police, Hyderabad City, Mr. B. Janardhan Reddy, Commissioner & Director of Municipal Administration, Hyderabad city, Dr. Murali Nannapaneni- Race Director, Freedom 10K Run, Mr. Suresh Babu, Director Hyderabad 10K Run Foundation, Mr. P. Chandra Shekhara Reddy, Vice President Sales & Marketing, GEF India, Mr. Raj Pakala, CEO, Events Now, Mr. Rohit Morlawar, Director, Homeocare International along with other dignitaries unveiled the Race T shirt and Medals for Freedom 10K Run 2016.

The Freedom 10K Run is an initiative to promote running as the primary form of fitness. The Freedom 10K Run scheduled on November 27th, 2016 is expected to see 10,000+ runners (elite and amateur) from across the state of Telangana and the nation. Celebrities and people from all hues are expected to attend the event and promote the cause of fitness and active lifestyle. Top three finishers in different categories will receive cash prizes and each finisher will get a medal and certificate of participation. An exhibition will be organized on 26th November 2016 to hand over the race kits including the race T- Shirt and Bib with a timing chip for all the registered participants.

Unveiling the race T – shirt and medals, **Mr. Murali Nannapaneni** said: “We are truly excited about Freedom 10K Run. We are greatly encouraged by the response from the running enthusiasts in the city. We have designed a route for the Freedom 10K Run which will able the runners to witness the beauty of great city, Hyderabad. The race will start at People’s Plaza and cover the distance all around Hussain Sagar Lake, and conclude at People’s Plaza. We invite runners of all abilities to participate in the Freedom 10K Run. We are confident that the Run will receive a fantastic response in Hyderabad. ”

Speaking on the occasion **Mr. Chandra Sekhara Reddy**, Vice President Sales & Marketing, GEF India added “Freedom 10K Run is designed to promote healthy lifestyle. The Run provides a much needed platform to the runners of all levels from the Hyderabad city and throughout India. We expect upwards of 10,000 runners to participate in this edition.”



Mr. Rohit Morlawar, Director Homeo Care International added: "This is a wonderful initiative to promote sports, wellness and healthcare for the citizens of Hyderabad and the state of Telangana. I would invite people and fitness enthusiasts from all walks of life to take part on the run and inspire other people to take a step towards healthy life by participating in the Freedom 10K Run. We are looking forward to a great event on November 27th, 2016.

About Freedom Refined Sunflower Oil

Freedom Refined Sunflower Oil promotes 'guilt-free eating' and its brand promise is captured by its tagline 'Freedom to eat, Freedom to enjoy'. It is a premium quality Sunflower oil available at a competitive price point. It is a leading brand of Sunflower oil and currently ranks **No. 1 by market share** in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha (*Source: Nielsen Retail Index Service for the Refined Sunflower Oils : All Packs category for MAT ended December 2015*). Freedom Sunflower Oil is clear, lite and low-absorbing and has been fortified with Vitamins A & D. It is also rich in naturally occurring Vitamin E. Its low absorbing property allows you to cook more food in less oil. It is thus a healthier choice for the entire family.

Registrations at : <https://www.eventsnow.com/hyderabad-event/hyderabad-10k-run/5697>

Race Day: November 27th , 2016

About the Freedom 10K Run : <http://www.hyderabad10krun.com/>