

## **Freedom 10K Run on 27<sup>th</sup> November 2016 @ Necklace Road**

*Promotes health, fitness and sports among people and drive home the idea that Each Step Counts – so Eat Healthy, Live Healthy*

- **Sri. KT Rama Rao, Hon'ble Minister for Municipal Administration & Urban Development, Industries, Mining, Information Technology & NRI Affairs, Govt of Telangana unveiled the logo for Freedom 10K Run**
- 10,000+ Runners expected to participate in the Freedom 10K Run
- **Registrations now open**
- Register at <https://www.eventsnow.com/hyderabad-event/hyderabad-10k-run/5697>

**Hyderabad, 3<sup>rd</sup> November, 2016:** Hyderabad 10K Run Foundation in association with Freedom Refined Sunflower oil announces the “**Freedom 10K Run 2016**” powered by EventsNow and presented by HomeoCare International . The Freedom 10K Run is designed to promote health, fitness and sports among the people & drive home the idea that “**Every Step Counts** ”and promoting running as a primary form of fitness and *Eat healthy. Live healthy.*

**Shri K. T. Rama Rao**, Hon'ble Minister for Municipal Administration & Urban Development, Industries, Mining, Information Technology & NRI Affairs, Govt of Telangana, India, **Dr. Murali Nannapaneni**- Race Director, Freedom 10K Run, **Mr. Suresh Babu**, Director Hyderabad 10K Run Foundation, **Mr. Pradeep Chowdhary**, Managing Director, Freedom Refined Sunflower Oil India, **Mr. P. Chandra Shekhara Reddy**, Vice President Sales & Marketing, Freedom Refined Sunflower Oil India, **Mr. Raj Pakala**, CEO, Events Now, **Dr. Rohit Morlawar**, Managing Director, Homeocare International along with other dignitaries unveiled the logo for Freedom 10K Run 2016.

“**Freedom 10K Run 2016**” will be organized in Hyderabad on 27<sup>th</sup> November 2016 at Necklace Road and is expected to see 10,000+ runners (elite and amateur) from across the state of Telangana and the nation. Hyderabad city will be witnessing enthusiastic participation from runners across India and overseas with an objective to run and celebrate the spirit of Hyderabad and spread the message of “*Eat healthy. Live healthy*”. Celebrities and people from all walks of life are expected to attend the event and promote the cause of fitness and active lifestyle along with healthy eating. Each participant will receive a certificate and finisher will get a medal and certificate of participation.

According to **Mr. Murali Nannapaneni, Race Director, Hyderabad Freedom 10K Run**, “Freedom 10K Run” is designed to celebrate the spirit of Hyderabad and promote running as a primary form of fitness along with a healthy life. The race will have 3 primary categories, The Elite 10K Run, open 10K Run with Timing chip and Open 5K Run. The Elite 10K run will be open to professionals who have completed the 10K run in 36 min (men) and 45 min (women) in the last 1 year. Each Runner will be provided with a goodie bag as per the category of participation at the Exhibition on 26<sup>th</sup> November 2016 at the people's plaza, Necklace road between 9am to 6pm.”

Speaking on the occasion, **Mr. Pradeep Chowdhary Managing Director, Freedom Refined Sunflower Oil India** said “We are proud and happy to organise **Freedom 10K Run 2016**. This is a wonderful initiative to promote sports, wellness and health for the citizens of Hyderabad. We want our consumers to live a healthy and happy life with the freedom to eat and be happy.”

Adding to this **Dr. Rohit Morlawar, Managing Director, Homeocare International** said, " We are very excited to be associated with Freedom 10K Run which promotes the splenour of Hyderabad and promotes a fit and healthy living. We at Homeocare International are also committed to wellness and healthy lifestyle for our customers and encourage everyone to stay fit."

### **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 both 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.

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