

PINKATHON 2K18 debut in the city

“ Sponsored by VFSTR”

People of Guntur have witnessed a great energy on Sunday morning with a bevy of students turning up for the first edition of ‘Amaravati Going Pink’ held at Police Parade Grounds. The event was sponsored by VFSTR by giving 5 Lakhs. Coupons were distributed among the participants to avail free service of mammography from Omega Hospitals, Guntur. Around 2,000 students had participated in the event.

‘Pinkathon – Empowering Indian Woman’ was flagged off by the Vice Chairman of the varsity, Mr.L.Krishna Devaraya. Several spirited young girls and senior citizens braved the early morning chill to report at the starting point with white T-shirts and bibs.

Bajaj Electricals Pinkathon Presented By Colors, founded and conceptualized by Reema Sanghavi & Milind Soman to promote awareness of healthy lifestyle for women and increase awareness of breast cancer and other issues that put women’s health at risk.

Pinkathon is India's Biggest Women’s Run - An initiative of the United Sisters Foundation and organised by Maximus Mice and Media Solutions Pvt Ltd. Pinkathon has been created with the specific purpose of getting more and more women to adopt a fitter lifestyle for themselves and their families, and to highlight the need for increased awareness of other issues that put women’s lives at risk. In 2017, more than 60,000 women have participated across 8 cities i.e Bengaluru, Hyderabad, Kolkata, Chennai, Delhi, Guwahati, Pune & Mumbai. Pinkathon has raised more than Rs 60 Lakh so far towards treatment of underprivileged women with cancer and has facilitated, through partners, free breast screenings for thousands of women.

“It is very encouraging to see so many women together and participate in the programme. It has certainly helped me focus on my fitness and health before and after delivery”, said women participants of 3k run.

It was heartening to see several college girls participate in various categories of the marathon. “This was my first marathon run and I felt very excited,” said a

VFSTR girl as she hopped back to the finishing line. She completed the 3K run and is now eyeing on the 5K category for her next marathon.

Selfies galore were set up at the venue with many women and young girls.

“The energy level of the crowd is cold creeping. I hope the number will be increased to 10k and 25k in the coming years”, said Mr.L.Krishna .

Ms.Sirisha and her team kept the fitness tempo alive with a Zumba dance event held on the sidelines of the marathon. The students of VFSTR lured the crowd with fantastic pace of energy. Every pink women made their moves with great zeal. The winners for 3k and 5k run were announced. The first three candidates to cross the finishing lines were declared as winners. Every participant who finished the marathon was given a finisher medal and refreshments by the volunteers of VFSTR. The marathon which brought the best view for the Sunday morning ended with a great zeal in the hearts of women.