

# Thousands walk Durban together at the Discovery East Coast Radio Big Walk

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Thousands of people from all around KwaZulu-Natal walked Durban together on Sunday, 24 May 2015, at the Discovery East Coast Radio Big Walk.



Amidst a magnificent natural backdrop and festive cheer, the event provided a platform for people of all ages and fitness levels to enjoy a morning with their loved ones while getting in some fresh air and exercise. Corporates from around the province used the event as a teambuilding and networking opportunity by signing up their employees and hosting clients at the finish.

Now 11 years old, the Discovery East Coast Radio Big Walk has evolved into one of the most anticipated events on the KZN social calendar. The very first one back in 2004 attracted 1,800 people.

"We are humbled at how the event has grown over the years, and how the people of KwaZulu-Natal have woven it into the social fabric of the province," says East Coast Radio's Marketing Manager, Renée Burton. "We are thrilled to have made it possible for families, friends and colleagues to collectively celebrate the spirit of Durban and what the city has to offer."

"The Discovery East Coast Radio Big Walk is more than just an event for us. We do not measure its success by the number of people who have signed up to walk Durban with us, but by the overall experience by all our participants," Burton added.



All four routes - 5km, 10km, 15km or 20km - kicked off at uShaka Marine World and ended at People's Park, Moses Mabhida Stadium. A carnival-like atmosphere, complete with dancers, jugglers, stilt-walkers, face painters, cheerleaders and East Coast Radio presenters positioned along the routes, made for a memorable morning. Social media lit up with #HealthySelfies as walkers visually captured their experiences.

Proving that walking is for everyone, most of the participants of this year - 4,774 of them - were under 19 years old. The event also attracted 190 over-70 year olds. The most popular distance was the 5km which saw more than 13,100 walkers snaking along the promenade to the end point.

[View the full gallery here.](#)

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