

Step out in a *big* way with the Discovery East Coast Radio Big Walk

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Do things in a *big* way! Walk the Discovery East Coast Radio Big Walk on 23 May 2010 and join thousands of passionate walkers as they take to the streets of Durban to make the finish line.



The Discovery East Coast Radio Big Walk began as a small event seven years ago and has since blossomed into one of the highlights on Durban's social calendar. The event has grown tremendously over the past few years, from a humble 1800 walkers in its first year to seeing a whopping 13 400 walkers last year with 18 000 anticipated at this year's event.

It is a fun outdoor event where families can get fit together in a safe and social environment. The Discovery East Coast Radio Big Walk boasts four different routes along Durban's scenic promenade comprising of a 5km, 10km, 15km and 20km walk, catering for everyone from fun walkers to seasoned professionals.

Discovery, the main sponsor of the event for the second year in a row, has great incentives lined up for their Vitality members. Discovery Vitality members taking part in the Walk will earn 3 000 Vitality points for walking 5km or 10km and 5 000 Vitality points for walking 15km or 20km.

Hylton Kallner, Discovery's Chief Marketing Officer said, "This is the second year in which Discovery has pledged its involvement with the Walk and we are delighted at the growth the event has shown. As a company, our goal is to encourage and provide our members and the public at large with the tools to embrace a healthy lifestyle. That is why it is so gratifying to support an event that unifies 15 000 KwaZulu-Natal residents in a spectacular event that is aimed at fostering the health benefits of walking."

Entries for The Discovery East Coast Radio Big Walk are now open. Enter online at www.ecr.co.za or at any Totalsports store. For further information, visit www.ecr.co.za; www.discovery.co.za or call 083 910 3825. Join the Discovery East Coast Radio Facebook fan page and be the first to know all the details.

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East Coast Radio



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