

# Discovery East Coast Radio Big Walk breaks records

Issued by [East Coast Radio](#)

1 Jun 2010

Durbanites are taking their health, exercise and lifestyles seriously if the entrant numbers in the Discovery East Coast Radio BIG Walk are anything to go by. The event took place on Sunday 23 May 2010 and was supported by 17 500 enthusiastic walkers of all ages and sizes, making it the biggest BIG Walk in the history of the event and breaking last year's record participation of 13 400 with 4 100 new converts.



"What began as a small event seven years ago has mushroomed into a one of the top family highlights on Durban's social calendar. The event has showed steady growth in the past few years, starting from humble beginnings where 1 800 walkers participated in its first year to seeing a whopping 17 500 entrants at this year's event. It's also proof that families really are looking for events where they can enjoy themselves together and get some exercise in a safe and social environment at the same time," explains Nazarene Khan, Marketing Manager for East Coast Radio.

The Discovery East Coast Radio Big Walk comprised of four different routes along Durban's scenic promenade consisting 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, showered their Vitality members with added benefits, each earning 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 phenomenal success of the event. 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 17 500 KwaZulu-Natal residents in a spectacular event that is aimed at fostering the health benefits of walking."

After a day of fun and excitement more than a few supporters went home with sore feet but smiles on their faces, for a day well spent.

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