

It's man versus machine at the Continental Run2Stop Challenge

Issued by [Mscsports](#)

20 Jul 2011

The time has come for the ultimate test. It's man versus machine, in the epic twelve-day event which will see two teams challenge each other from Cape Town to Johannesburg. The star-studded race will be crammed with action from start gun to finish line, proving that when celebrities are involved, it's fifth gear all the way.



The start line on 23 July will see one team of four drivers, in a vehicle equipped with Continental tyres, face off against a team of nine runners, as they position themselves for the gruelling 'Amazing Race' type event. The event was created to introduce the supply of the latest rubber compounds from Continental Tyre, to the outsole of a new Adidas running shoe - Adistar Ride 3. This Continental rubber technology will provide ultimate traction in the running shoes on both wet and dry surfaces, and who knows more about grip in all directions than a leading manufacturer of passenger car and off-road tyres. So

the challenge is on to see, which will fare better - the drivers on Continental tyres, or the runners on Continental tread. True to its stardom status, Continental Tyre has secured celebrities Mark Fish, Helman Mkhelela, 94.7 Highveld Stereo Brad Brown and Comrades silver medalist Lindsey Parry. Joining them for some start line activities and support will be Andre Arendse, Roger de Sa and Michael Mol.

Continental Marketing Manager, Russel Stewart explains the event: "Whilst the running team will be taking a direct route from Cape Town to Johannesburg, the driving team has to stop at 28 Conti Partner stores along the way, where they will perform vehicle-related checks and tasks. Additional tasks and clues have been incorporated in the towns along the route. It's all in the name of fun as we pit man against machine, across tricky terrain, on Continental's latest rubber compound."

The running team that will be wearing the soon-to-be-launched Adistar Ride 3 comprises nine athletes and is captained by Highveld Stereo's Brad Brown. These runners will relay run a distance of 1300 kilometres over twelve days, with approximately 600 kilometres of the run taking place through the gruelling Great Karoo and a third of the run on gravel roads.

The driving team, captained by ex Bafana Bafana star Mark Fish, comprises three full-time driving spots. Fish and Eugene Van Merwe, Key Accounts Manager of Conti Partner, will occupy two of those spots respectively and the third spot will be filled on a rotational basis by five Continental Tyre employees, flying in to meet the driving team at certain arrival points. This team will cover a distance of 6000 kilometres over the twelve days.

Adding to the excitement of the event will be the arrival of ex Bafana Bafana players Helman Mkhelela (Star winger; 1993-2000), Andre Arendse (Goalkeeper; 1995-2004) and Bidvest Wits coach Roger De Sa, who has represented South Africa in three sports namely soccer, basketball and indoor soccer.

Prior to the start of the race on the 23rd of July, former soccer players Andre Arendse, Mark Fish, Helman Mkhelela and Roger de Sa will compete in a short activity course against the Run2Stop team of Michael Mol, Brad Brown, Lindsey Parry and Russel Stewart (Marketing Manager: Continental Tyre SA). Serving as a warm up to the launch of the Continental Run2Stop challenge, the event also affords the soccer celebrities an opportunity to raise R10 000 for the Sports Trust should they win the mini challenge.

On the 3rd of August, the final day of the race, all four sports celebrities will run the last 7.5km's with the event's athletes, racing towards the finish line. Adding to the line-up of celebrities at this finale is South African marathon and ultra-marathon athlete, Bruce Fordyce. Should Bruce and his team reach the finish line before the event athlete's, another R10 000 will be

donated to The Sports Trust.

To monitor the progress of the challenge, check out Continental's Run2Stop Facebook page or listen to your local radio stations. The event is bound to get people talking as these athlete's step up to the challenge that Continental Tyre has set them.

Stewart concludes, "We know that our tyres as well as the shoes are up for the challenge."

" Mscsports announces appointment of Carrie Delaney as managing director 11 Jul 2023

" What does it take to win gold? 19 May 2023

" A bumper year predicted for sponsorship as fan events make a comeback 3 Dec 2021

" Mscsports is the Hollard Sport Industry Awards Agency of the Year for 2021 30 Nov 2021

" Watch out for the bouncer. When It comes, it is going to be prolific 19 Jul 2021

[Mscsports](#)



Mscsports was established as a sports memorabilia business in 2000. From humble beginnings with ambitions of shaping the local sports & entertainment industry, Mscsports has evolved into the award-winning full-service sponsorship agency of choice to leading South Africa brands and rights holders.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>