

The Continental Run2Stop Challenge is out of the starting blocks!

Issued by [Mscsports](#)

25 Jul 2011

It was all systems go at The Tyre Guys N1 City in Goodwood today for day one of the Continental Run2Stop Campaign - a twelve day race taking place from Cape Town to Johannesburg.



Serving as a warm-up to the start of the race, a 'Strongman' type activity was set up for the teams. Former Bafana Bafana soccer stars Bradley Carnell, Helman Mkhalela, Andre Arendse and Roger de Sa challenged the mixed team of Michael Mol, Brad Brown, Comrades silver medalist Lindsay Parry and Continental Tyre SA Marketing Manager Russel Stewart.

True to their sporting talent, the soccer team sprinted the first 50m of the activity course, powered through the 50m giant tyre roll, then heaved a car tyre another 50m, with a final sprint towards the finish line. The mixed team decided against winning this event, opting instead to reserve their energy for the epic event ahead. As a result of the soccer celebrities win, R10 000 will be donated to The Sports Trust - an organisation providing disadvantaged children the opportunity to play sport.

Sports Trust ambassador and renowned goalkeeper for the national team, Andre Arendse shared a few words: "We certainly did enjoy our mini challenge, and the win made it all the more sweeter. We wish both teams loads of luck over the next couple of days. Helman (Mkhalela) has always been an incredible workhorse and after completing Comrades last year, I am sure he will conquer this challenge. As for Brad (Carnell) he is still playing and in great shape so will well enjoy touring the country in the comfort of his Adistar Ride 3 trainers and the Audi Q7, and as I understand both are equipped with rubber technology from Continental!"

Competing in the main race is a team of 9 runners versus a team of 4 drivers both of which are racing towards the Johannesburg finish line on 3 August.

With the start gun fired driving team captain Bradley Carnell burnt serious rubber as he sped out of the starting blocks, leaving the hard working running team breathing in exhaust smoke. The Continental branded vehicle disappeared down the N7 towards Citrusdale where their first task was to locate the Citrusdale ContiPartner Store.



"Although the runners are running a direct route towards JHB, we are being detoured with tasks and clues in various towns. It must be known however, that I am very competitive by nature and will not be putting up an easy fight," laughed the ex Bafana Bafana star.

In order to make sure that the driving team is completing their tasks on route they are expected to record the GPS co-ordinates of the ContiPartner store, take pictures, and have the store owner complete the vehicle safety check sheet and point of sale order. They will also be expected to answer questions relating to the towns they have passed through before they can continue onto the next stop.

Continental Tyre SA Marketing Manager, Russel Stewart elaborates: "We wanted to put together an event that would showcase Continental's latest innovation in rubber compound technology that are now part of Adidas' top of the range road and trail running shoe, and of course Continental's world class tyres. And what better way to do it than having man up against machine fighting for first place, both on rubber compound technology from Continental. It's going to be a beauty of a contest."

Making their way to Worcester for the night, the driving team have slightly less than six thousand kilometres ahead of them with the running team (captained by Highveld Stereo's Brad Brown) heading towards the Great Karoo in the soon-to-be-launched Adistar Ride 3 trainers comprised with a Continental rubber sole.



Also making up the running team is the exceptionally fit and athletic Helman Mkhalela. "When I got the invitation for this event I didn't have a moment's hesitation. I love pushing the boundaries of what is possible and am ready to run my Continental socks off all the way to the finish line," commented the enthusiastic and energetic star winger.

Once they have passed through Stellenbosch, Cape Town and Riversdale, the driving team will be expected in Oudtshoorn on Tuesday night and heading for Kimberley on Wednesday. Although the runners will be relay running the 1300 kilometres of their journey they are expected to run through some gruelling terrain so it will be interesting to see how they cope.

With the amount of celebrities on board this event, the Continental tide wave is likely to ripple its way through every town leading up to the finish line in Johannesburg, so don't miss out!

- **Mscsports renews 3 year contract with Engen** 22 May 2024
- **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

[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>