

## **FOR IMMEDIATE RELEASE**

### **Media Release: #NedbankGreenMile Brings Carnival to the Comrades**

Nedbank, a major sponsor of the Comrades Marathon since 2002, will be bringing fun and flair to the 90<sup>th</sup> Comrades Marathon on Sunday, 31 May 2015. The prominent financial institution will host the official spectator spot along the route in a grand, enormously entertaining, eco-friendly Green Mile with an electrifying parade of colourful characters, carnival-style floats and more.

Spectators can prepare for a Camperdown make-over as the iconic, award-winning #NedbankGreenMile transforms the grey and dusty streets into a road running celebration on Comrades race day.

Aptly themed 'Comrades Carnival' in celebration of the 90<sup>th</sup> Comrades Marathon, the 2015 #NedbankGreenMile is the place to be at along the up-run's 87km route.

Nedbank Group Sponsorship Manager, Patrick Baransky says, 'From humble beginnings as a water spot 34 years ago, the #NedbankGreenMile has evolved into an unforgettable, award-winning, inspirational, family-friendly zone where everyone can be part of the Comrades experience.'

Kids and the young at heart will delight in an action-packed Kids Fun Zone where entertainment includes face painting, balloon artists and jumping castles, plus much more. Runner's supporters will also be able to keep up with the race action from the large grandstand which will be home to a large screen TV airing live footage and race commentary throughout the day.

A troupe of acrobats, jugglers, stilt walkers, giant puppets, Cancan and Salsa dancers will be parading through the mile-long spectator zone throughout the day, dazzling all in their wake, while local marimba, steel drum and marching bands set the carnival beat. There will also be DJs, flamboyant floats, a 'kissing' booth, shoot the hoop recycle bins and a secure kids zone with a jumping castle, face painting, arts and crafts and puppets; plus many more surprises.

Baransky adds, 'In Nedbank's commitment to supporting the local community, all proceeds from food and beverage sales along the #NedbankGreenMile will go to local schools, charities and churches. There will also be an interactive recycling programme in place throughout the spectator zone.'

So ignite your imagination, dress the part and come be part of the Comrades Carnival at this year's **#NedbankGreenMile**, which will be open from 08h00 –

14h30 on race day, with free entry. An easy access car park next to the N3 race route with parking directional signage will be provided.

**#NedbankGreenMile event details:**

**Date:** 31 May 2015

**Time:** 8h00 to 14h30

**Entry cost:** Free

**GPS co-ordinates:** S 29° 43' 38.28", E 30° 32' 25.44

**\*\*\*ENDS\*\*\***

Statement issued by the Comrades Marathon Association's Media Officer, Delaine Cools on Thursday, 16 April 2015

For an interview, please call Nedbank Group Sponsorship Manager, Patrick Baransky on 011 294 0753

For more information, please call Delaine Cools on 033 897 8650