

Marathon answer to corporate cause

FROM 5 AM TO 12 AM
FOLLOWING ROADS
WILL BE CLOSED

JJ Flyover
DN Road
Mahapalika Marg
MG Road
Veer Nariman Road
Karmavir Bhaurao Patil Marg
Princes Street Flyover/Shyamdas Gandhi Marg
JSS Road
Vinay K Shah Marg
D Tata Road
NS, Road
N Purandare Marg
Babulnath Marg
Gopalrao Deshmukh Marg
Lala Lajpatrai Marg
Dr Annie Besant Road
Khan Abdul Gafarkhan Road
Bandra-Worli Sea Link
Narayan Haldikar Marg
Thadani Marg
Veer Savarkar Marg
General Arunkumar Vaidya Marg
WEH (U Bridge, Bandra)
Road towards Sealink Opp. to MMRDA Guest House, Bandra
Lal Mati Road (Aliyavar Jang Sanstha) towards Mahim Causeway

AGE CORRESPONDENT
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With the Mumbai Marathon turning into a mega event, a novel trend has emerged of corporates increasingly participating in the race to promote their respective causes. Corporate giants including Bajaj Electrical, Edelweiss and RPG Group will be taking part in the ninth edition of the marathon.

Managing director of UK-based company Experian, Richard Fiddis, who is participating in the marathon with six other colleagues, said, "I wanted to run in the Mumbai Marathon because I love running. I have participated in the London marathon 10 times and wanted to experience the sights and sounds of Mumbai."

Almost 10,500 running places have been allotted to United Way of Mumbai, the official charity partner, 5,000 for the Corporate Challenge, and the rest to NGOs registered with the event.

Experian is running to support Sri Sri Ravi

Shankar Vidya Mandir. "Our team from Experian is running to raise money for a local school called Sri Sri Ravi Shankar Vidya Mandir, and I wanted to be part of that effort. We have been sponsoring schools in slums for the last three years, and helping them buy IT, playground and classroom equipment," Mr Fiddis added.

Meanwhile, championing the anti-tobacco cause, the chairman and managing director of Bajaj Electricals Shekhar Bajaj will be running with his wife, son, daughter-in-law and 120 employees.

When asked what motivates him to participate in a marathon, Mr Bajaj said, "The way I challenge myself while doing business, is exactly the way I challenge myself on the track. I don't really compete with other runners but I look at myself and say 'I can do it'. My mental toughness comes from the excitement of running with over 30,000 people, and the fact that I have an opportunity to run for my cause."