



## **FOR IMMEDIATE RELEASE**

Thursday, 9 March 2023

### **Trukai Fun Run 2023 Campaign launched today**

The 40<sup>th</sup> edition of the Trukai Fun Run was launched today as the PNG Olympic Committee starts its fundraising efforts to raise funds to send two (2) Team PNG contingents to the Commonwealth Youth Games in Trinidad and Tobago in August, and the much anticipated 17<sup>th</sup> Pacific Games in the Solomon Islands in November 2023.

The launch and reveal of the 2023 Trukai Fun T-shirts was officiated by the Minister for Higher Education, Research Science and Technology and Sports, Honorable Don Pomb Polye, at the Grand Papua Hotel and witnessed by stakeholders and the media.

This year's t-shirts carry the 'CoverYourCough' message on the back of the t-shirts in support of Business for Health's End Tuberculosis campaign, in light of the exponential spread of TB on the different population sectors.

The PNG Olympic committee (PNGOC) acknowledged the continued and unwavering support today from the Fun Run campaign's main sponsor, Trukai Industries Limited (TIL) who have been the major sponsor of the Fun Run for 23 years.

TIL is sponsoring the 2023 event with a donation of 50,000 t-shirts as part of its sponsorship to the PNG Olympic Committee and Team PNG.

PNGOC President Sir John Dawanincura thanked TIL for its commitment to help raise funds for Team PNG again in 2023.

"We are grateful to Trukai Industries for the donation of 50,000 Fun Run Shirts and for its continued support this year through this main fundraising event as the PNG Olympic committee ramps up its efforts to secure enough fund to send two contingents to two scheduled events this year", Sir John said.

"In addition, I take this time to also acknowledge the level of commitment by the Trukai Fun Run Campaign stakeholders, PNGOC and TIL to bring back the popular nationwide Trukai Fun Run to PNG after an absence of three years due to the restrictions of Covid 19", he said.

Sir John reiterated that the the Trukai Fun Run is the largest fundraiser for all sporting events in the Pacific and with Trukai’s support, it has reached more people around the country over the years.

Since 2000, Trukai Industries through its’s sponsorship of the Fun Run has assisted Team PNG to participate in five Pacific Games, six Pacific Mini Games, six Commonwealth Games and six Olympic Games.

Trukai Industries Limited’s Marketing Manager, Maryanne Tom, said that the company will continue to support sports in the country.

“This partnership between Trukai and the PNG Olympics Committee demonstrates our commitment to supporting sports and the people of Papua New Guinea.

In addition, Trukai continues to assist charity organizations, health facilities and schools throughout the country, affirming our commitment to improving the wellbeing of our people,” said Tom.

Tom also added that the auctions which are also part of the Fun Run calendar, enables corporate organizations and public entities purchase Fun Run shirts through the auctioning of schools in Lae and Port Moresby.

“The schools than resell the shirts to assist in their respective projects, this is a good way to give back to the children, the future of this country,” said Tom.

The Trukai Fun Run Auctions held in Lae and Port Moresby provides organizations from the public and private sectors the opportunity to support this fundraising drive. The Fun Run auctions are set to take place on 28<sup>th</sup> April in Lae and on 5<sup>th</sup> May in Port Moresby.

The Fun Run is an annual activity for PNGOC that assists the organization raise funds to send Team PNG to international sports events like Pacific Games, Pacific Mini Games, Commonwealth Games and the Olympic Games.

PNGOC and TIL are grateful to all the other partners and support sponsors of the Trukai Fun Run who continue to support this fundraising event for Team PNG and the PNGOC.

With the return of the Trukai Fun Run this year, we expect it will draw more excitement and fun, as the organizing committee anticipates to make it a more enjoyable and safer event for communities and families.

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**About the Papua New Guinea Olympic Committee**

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The Papua New Guinea Olympic Committee (PNGOC) is a non-government, not-for-profit organisation committed to inspire and unite Papua New Guinea through sporting excellence and success. The PNGOC is a believer of sport as an enabler for sustainable and inclusive development. It is our responsibility to select, send and fund Team PNG to the Olympic Games, Commonwealth Games and Pacific Games. This is achieved by working with our member national sports federations and with the support of our sponsors and partners, through fundraising events and with the backing of the Government. To find out more visit our website [www.pngolympic.org.pg](http://www.pngolympic.org.pg)

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