



FOR IMMEDIATE RELEASE

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Trukai Fun Run set for 2018

The Trukai Fun Run is Papua New Guinea Olympic Committees single largest fundraising event for Team PNG. Funds raised help Team PNG athletes attend various international sporting events. The annual Fun Run event is a PNG Olympic Committee initiative, which commenced 35 years ago in 1983. Trukai Industries has been the major sponsor since 2000, making this its 19th year of sponsorship.

The Trukai Fun Run for 2018 is set to go following the official launching of the event at the Royal Papua Yacht Club in Port Moresby today by the Papua New Guinea Olympic Committee with support from Trukai Industries Limited.

Date for the Fun Run is marked for Sunday June 24th with an estimated 80, 000 participants across all centers of the country expected to be part of the early morning fun family event.

The launch also featured the revealing of the Trukai Fun Run shirt designs for 2018 which sport a special message about the Sustainable Development Goals. These were modeled by Team PNG athletes and school students. Trukai Industries is again sponsoring 100,000 shirts this year.

The shirts will be sold to organizations during auctions in Lae and Port Moresby on March 7 and 8 respectively. Those who purchase the shirts have the opportunity to put their logo on the shirts and donate to selected school. The school can resell the shirts at a price not more than K10 to those interested in participating in the Fun Run. They then can keep this money for their school projects.

Funds raised from this year's sale of shirts will go towards sending Team PNG to the Commonwealth Games in Gold Coast, Australia in April this year.

"The Trukai Fun Run has been a great support for Team PNG and it has also provided extra support for schools, institutions and individuals through the prizes and programmes that are on offer during the event," said Team PNG Chef de Mission to the Commonwealth Games, Tamzin Wardly.

Wardly thanked Trukai Industries Ltd for supporting the event and invited organisations to be part of this year's Trukai Fun Run.

The Vice Minister for Sports, Honourable, Wesley Raminai joined Wardly in thanking Trukai and also encouraged other organisations to be involved in the Fun Run.

"Our athletes sacrifice a lot to be where they are and we are proud of their achievements. Through the Trukai Fun Run we can be able to give them our support to motivate and push them on in their individual pursuit for excellence," Raminai said.

“Sports is a great tool for development. It has the power to bring about positive change in our people and our communities and I encourage everyone to be involved with the Fun Run,” he said.

Speaking at the launch, Trukai Industries Ltd National Marketing Manager, Ms Maybellyn Fernandes called on local organisations across the country to partner with the PNGOC and Trukai to host the Fun Run event in their local towns. She also urged the public and private sectors to buy shirts.

She said the Trukai Fun Run is a part of the company’s extensive corporate social responsibility program and one of the largest in that through this single event, Trukai is able to give back to the community through its PNG athletes, schools and local business partners.

“For Trukai Industries, this will be our 19th year to sponsor the Trukai Fun Run and this would not have been possible without the great support from our partners, especially the corporate community that join us annually to support this major event”.

Interested organisations wanting more information on the Fun Run and how to be involved in the auctions can contact the PNG Olympic Committee on 323 0114, 325 1411 or e-mail events@pngoc.org.pg . They can also contact Trukai Industries Ltd on 321 3530 or e-mail Events@trukai.com.pg .

The Trukai Fun Run is the biggest Sport-for-all event in Papua New Guinea and has a wide spread benefit for all.

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