

## Chogoria Mt Kenya Mountain Run



*Wild, wild dreams.*

## CHOGORIA MT. KENYA MOUNTAIN RUN SPONSORSHIP PACK

## **OVERVIEW:**

### INTRODUCTION

The Original Mountain full and half Marathon were first held in 1968 and continue to date. Chogoria town at the foot of mountain will be the next venue. The Chogoria Mt. Kenya Mountain Run is the first mountain running half marathon in Kenya. The aspects of this run cuts across Half Marathon, Road Run and the Mountain Run. This entails running along road in the natural forest occasional sighting wildlife and gaining elevation. This is a natural aerobic run due to low atmospheric pressure and low oxygen density. It is dubbed “**WILD, WILD DREAMS**”.

Runner will experience running at high altitude starting at 2600m and finishing at 2950 meters above sea level. They will get to experience the view of Mt. Kenya as they run up the course to the Mt. Kenya Bandas, at an additional ascent of 700 meters you get to experience the magnificent Lake Ellis which is a few kilometres for the Bandas, where you can sample the fish from the lake at the campsite.

The route will be disclosed before the run so each team is aware of the route and has enough training to conquer the course.

### VISION.

Improving livelihood through sports in the community.

### MISSION.

To develop youth talent in sporting and academies

To liaise with local and international athletic bodies to establish a mountain running hub.

## **GOALS.**

- Provision of mountain firefighting equipment.
- Impact on communities through
  - -Interaction with the communities
- Introduce and increase the awareness of sports tourism activities.
- Providing increased opportunities for employment in the region through various initiatives in sports.
- Helping to identify and developing sports talent for the competitive sporting discipline of running.
- Encouraging community involvement and schools in environmental programs and conservation of Mt. Kenya eco system.
- Saving the forests, “water catchment tower” by introducing and encouraging communities to use biogas against firewood and charcoal.
- Establishing a high altitude mountain athletic academy.

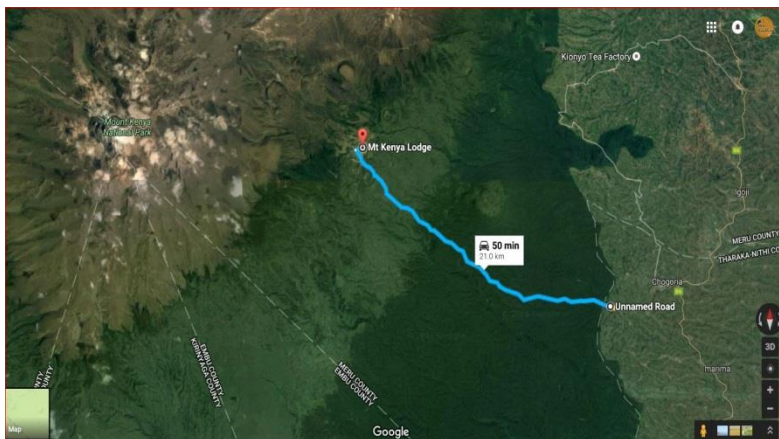
## **RUNNERS ROUTE.**

The Chogoria Mt. Kenya Mountain Run will feature runners participating either in the fun run conducted on a 5km distance or the Altitude run of 21km to culminate at the Mt. Kenya Bandas Lodge, 2900m above sea level. Runners will have to go through 8 weeks of pre-event training conducted at different altitude locations to prepare for the challenge.

There will also be a corporate team category for running. Each team is allowed a max of 10 participants (running) however an organization can register several teams for the challenge/s. Teams will undergo pre-training in accordance to the terms of Mountain running to prepare them for the event.

### **Mt. Kenya Bandas – Finishing point**

## **MAP OF THE EVENT**



## **PARTNERS.**

We will have the opportunity of working with:

- Kenya Wildlife Service {KWS}
- Kenya Forest Service {KFS}

- Athletic Kenya {AK}
- Flexi-Biogas
- Tharaka- Nithi County government among others.

## **SUSTAINABILITY.**

To build a strong community partnership in the Chogoria Mt. Kenya Mountain Run, Mara Expeditions is working with other professional organizations like Athletics Kenya (AK) to develop young talent in athletics. Additionally, Chogoria Mt. Kenya Mountain Run will be offering short term assignments on event days to local young people as well as promoting business in the surrounding areas.

## **CONCLUSION.**

The Chogoria Mt. Kenya Mountain Run will be the first high altitude adventure run of its kind in Kenya and the region as a whole and will ultimately become a world-class event.

With collaboration of Mara Expeditions, Athletic Kenya (AK) and the calibre of athletic gurus at their disposal, Chogoria Mt. Kenya Mountain Run will become one of the major events of the Kenya Sports Calendar year.

## **Chogoria Mt. Kenya Mountain Run**

C/o Mara Expeditions Community Based Organization.

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**Gate way to your wild, wild dreams!!!**