

Slave Route Challenge 2017 hydrated by Coca-Cola Peninsula Beverages

Runners and walkers in the 2017 Slave Route Challenge, a significant athletics race around Cape Town, will be hydrated along the half marathon, 10km and 5km routes by Coca-Cola Peninsula Beverages (CCPB).



Coca-Cola Peninsula Beverages at the SPAR Women's Race 2016 © [Coca-Cola Peninsula Beverages website](https://www.ccpb.co.za/)

All refreshment stations will be well stocked with Coca-Cola and water, ensuring that athletes remain comfortable and hydrated, able to compete at peak performance levels throughout the challenge.

“We are thrilled to provide our brand and logistical support to the participants in the Slave Route Challenge,” says Priscilla Urquhart, public affairs and communications manager at CCPB. “We have a history of keeping athletes hydrated on many of Cape Town’s top road races and it is an honour to be associated with such a significant and historic race that seeks to raise awareness of our city’s rich heritage.”

Farouk Meyer, Slave Route Challenge Race director says, “There is much work that goes on behind the scenes to prepare for the race and a key part is ensuring that the logistics are well planned and executed to ensure we keep the runners fully hydrated during and after the event. CCPB, as a partner, brings years of special events’ experience to the Slave Route Challenge.”

For more, visit: <https://www.bizcommunity.com>