

More than 30,000 take part in the Discovery East Coast Radio Big Walk

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Durban's promenade was transformed into a sea of yellow and white, as more than 30,000 people spent quality time with their loved ones at the Discovery East Coast Radio Big Walk.



East Coast Radio presenter Zaba taking a #HealthySelfie at the Discovery East Coast Radio Big Walk which saw more than 30,000 people from all over KZN participating.

Families, friends and colleagues of all ages, backgrounds, fitness levels and from all over KwaZulu-Natal came together to for a morning of exercise and fresh air. From the moment they left the start at uShaka Marine World to the time they crossed the finish line at People's Park, Moses Mabhida Stadium, the atmosphere was nothing short of festive.

Participants had the chance to meet and take pics with East Coast Radio presenters along the routes (5km, 10km, 15km and 20km); little ones were entertained by face-painters, jugglers and stilt-walkers; and the happy vibe carried through at the finish where East Coast Breakfast host, Darren Maule, gave away spot prizes.

A surprise performance by one of the country's top music acts rounded off the morning of exercise and excitement. There were no tired feet in sight when Mi Casa hit the stage! Much-loved TV actor, Thato Molamu, also surprised fans at the finish, taking #HealthySelfies and talking about his new show on East Coast Radio. He is taking over the 10am to 2pm slot on Sundays from 29 May 2016.

"Whether it is the perfect combination of great weather, wonderful people and an electric atmosphere or the fact that the event brings together people to celebrate the unique lifestyle we are privileged to enjoy here in KZN, the Discovery East Coast Radio Big Walk has become a firm favourite on the provincial social and lifestyle calendar," says East Coast Radio's General Manager, Boni Mchunu. "On behalf of East Coast Radio and all our sponsors I would like to thank participants for supporting this event and contributing to its phenomenal success. We look forward to doing it all again next year!"

61% of walkers at this year's Discovery East Coast Radio Big Walk were women. The 5km distance was the most popular distance, attracting 13,900 participants. Proving that this is an event for the young and the young-at-heart, 200 people who signed up this year, are over the age of 70. The oldest participant was 85-years old! More corporates signed up this year,

with 230 companies from around the province having registered 9700 members of staff.

“At Discovery, we aspire to inspire, and we’re hoping this event inspired many people to put their walking shoes on more often,” says Dinesh Govender, Chief Marketing Officer at Discovery. “We are proud to have partnered with East Coast Radio to bring this much loved event to the people of Durban for the eighth consecutive year. Walking is an inexpensive and accessible way to exercise and fits into nearly every busy lifestyle. Studies show that when you enjoy the exercise you do, you benefit from it more. Events like the Discovery East Coast Radio Big Walk help to encourage people to have fun while also getting healthier, as well as provides a platform to bring communities together.”

First Lady, Thobeka Zuma, and the MEC for Arts, Culture, Sport and Recreation, Ntombikayise Sibhida-Saphetha, were among the special guests who started each of the four distances. Zuma congratulated the walkers for taking their health seriously while Sibhida-Sapetha thanked East Coast Radio for hosting the event, saying fitness and health in KZN are of paramount importance. Sharkie and Sharks player Francois Kleinhans also stirred up the crowds at the start.

The event has come a long way since it first began 12 years ago and is now the biggest, outdoor, participative event in KwaZulu-Natal.

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