



NEW DATE CONFIRMED FOR THE COLOR RUN™ QATAR

‘Happiest 5k on the Planet’ rescheduled for Saturday, 7 February

Doha – January 26, 2014: Color Runners, rejoice! Organizers of The Color Run™ Qatar presented by Sahtak Awalan: Your Health First - the health campaign run by Weill Cornell Medical College in Qatar (WCMC-Q) have confirmed that the event will now take place on Saturday, February 7th 2015.

All Color Runners who signed up for the original event are now automatically registered for the event on February 7th which will still take place at Qatar National Convention Centre. Participants should keep their registration details and The Color Run race packs for the new event.

The Color Run Qatar was originally scheduled to take place on January 24th but was postponed due to the sad passing of King Abdullah Bin Abdulaziz of Saudi Arabia and Qatar's three-day mourning period.

Less about a 10-minute-mile and more about having the time of your life, The Color Run™ is a five-kilometre, un-timed fun run where participants – or ‘Color Runners’ – can run, jog, walk, or even push their children in strollers around the course under a shower of colored powder. The course will wind its way around the outside of the capital's iconic Qatar National Convention Centre, lighting up the area with huge clouds of vibrant color as it goes. The fun continues at the finish line with a gigantic Finish Festival designed to create happiness and lasting memories.

This event, which marks The Color Run's™ debut in Doha, is completely sold out with over 5,000 Color Runners confirmed to take part.

In addition to being tons of fun, The Color Run™ also focuses on promoting healthy living. Over 60% of Color Runners are first-time 5k runners and the event hopes to further Qatar's commitment to improving health and wellness across the country.

The Color Run™ Qatar is presented by Sahtak Awalan: Your Health First, an initiative from WCMC-Q in association with the Supreme Council of Health and the campaign's strategic partners, Qatar Foundation, Supreme Education Council, Qatar Petroleum, Occidental Petroleum Qatar, ExxonMobil, and Qatar Olympic Committee. The five-year educational health campaign, which was launched in 2012, focuses on encouraging young people between 10 and 25 years old to make healthy lifestyle choices.

The event has gathered support from all corners of the community in Doha, including budding young athletes from the Qatar Athletics Federation. Two-time World Junior Hammer Throw Champion Ashraf ElSeify and runner Mariam Farid have voiced their excitement in taking part in the event as a way to relax and have fun.

In keeping with the event's community focus, \$1 from every entry to the The Color Run™ will be donated to Educate a Child. Launched in November 2012 by Her Highness Sheikha Moza bint



Nasser, Educate A Child (EAC) is a global program of the Education Above All Foundation (EAA) that aims to significantly reduce the number of children worldwide who are denied their right to education.

ENDS



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www.Facebook.com/TheColorRunQatar



<http://www.instagram.com/TheColorRunQA>



<http://www.youtube.com/thecolorrun>

Notes to Editor

About Weill Cornell Medical College in Qatar

Weill Cornell Medical College in Qatar is a partnership between Cornell University and Qatar Foundation. It offers pre-medical and medical courses leading to the Cornell University M.D. degree with teaching by Cornell and Weill Cornell faculty and by physicians at Hamad Medical Corporation (HMC) and Aspetar Orthopedic and Sports Medicine Hospital who hold Weill Cornell appointments. Through its biomedical research program, WCMC-Q is building a sustainable research community in Qatar while advancing basic science and clinical research. Through its medical college, WCMC-Q seeks to provide the finest education possible for medical students, to improve health care both now and for future generations, and to provide high quality health care to the Qatari population.

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