

Women Run the City

Country ambassadors join more than 14,000 women in Asia's largest all-women running event to do their part for the 'Women Against Cancer' cause.



Mrs Fang and other VIPs waving the runners off to a good start.



Great Eastern Women 10K on Sunday, 1 November 2009, drew more than 14,000 women who pounded the tarmac in the Marina Bay area and ran the city. Now into its fourth year, the event has grown at an exceptional pace to become the largest all-women running event in Asia.

It is also a run for a worthy cause. This year's Great Eastern Women 10K has raised close to \$100,000 for the 'Women Against Cancer' initiative by the Breast Cancer Foundation (BCF). The fund will go towards public awareness education and support for patients and their families.

Cause and effort

Great Eastern's Managing Director (Singapore), Tan Hak Leh observed, "Besides being an event that allows women to embrace a healthy lifestyle, we are glad that the run has

also grown to become a platform for women to lend their support for a cause that they believe in."

Running for the good cause were 22 breast cancer survivors as well as country ambassadors: H.E. Mrs Minda C. Cruz from the Philippines; H.E. Ms Jayathri Samarakone from Sri Lanka; and High Commissioner of Pakistan, Mrs Fauzia M. Sana. The wives of four other ambassadors: Ms Mary Broderick (Canada), Mrs Yuriko Yamanaka (Japan), Mrs Ewa Dubaniowska (Poland), and Mrs Kumiko Aylin Meric (Turkey) also joined in to do their part for charity.

"Showing our support and doing our part to raise awareness for the cancer is something that every woman should be involved in. We were very excited to be able to do what we can today and to reach out to women who have a second lease

in life despite the obstacles they have faced," shared Mrs Cruz.

Great Eastern's Chairman, Mrs Fang Ai Lian said, "We are very touched by all the endorsements for the 'Women Against Cancer' cause. As both the Chairman of Great Eastern and the President of the Breast Cancer Foundation, I am doubly grateful for the three ambassadors and the four ambassadors' wives, as well as everyone else who has contributed to this worthy cause."

The fastest

Every year, many elite athletes take part in the run. This year, they include Leah Malot of Kenya who clinched her second Great Eastern Women 10K championship title with a timing of 33:56 mins, first runner-up Anna Thompson of Australia (34:01) and second runner-up Catherine

Omoi of Kenya (35:16). Singapore's own Qi Hui and Vivian Tang ran a good race too, clinching the sixth and seventh positions respectively.

A beautiful city

Great Eastern Women 10K is also part of the Marina Bay Urban Challenge, an initiative to promote the Marina Bay area as a vibrant hub for sports and lifestyle activities.

URA's CEO, Mrs Cheong Koon Hean said, "We are pleased to see the event growing year on year as more and more people from the community gather here in the heart of the city to run for a cause. As the runners race through the city, they not only get to enjoy the beautiful city views but also feel the excitement as the new city skyline unfolds before them."

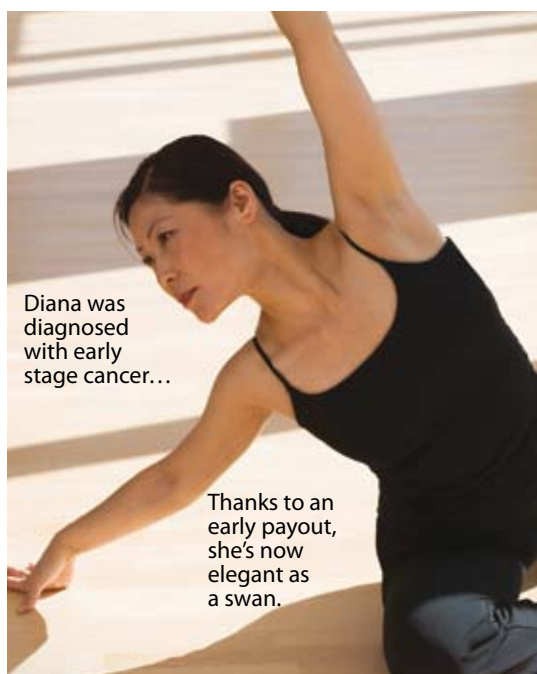
And so it was for the women who ran the city. *Life is great indeed!*

Ambassadors endorsing the 'Women Against Cancer' cause.



Join in the run for a good cause

Members of the public may also contribute to the 'Women Against Cancer' initiative by donating online at www.women10k.com which remains open till **31 December 2009** or when the targeted amount of \$150,000 is achieved.



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