



Tanga Cement athletes during this year's Kilimanjaro Marathon races held in Moshi recently. (Photo by Peter Mgongo)

Citizens urged to take part in long-distance races

By Moses John,
Dar es Salaam

TANZANIANS have been encouraged to participate in long-distance races held in the country in order to benefit from opportunities offered by 0domestic sponsors of the events.

The call was made by Tanga Cement Head of Marketing and Strategic Planning, Harpreet Duggal in an exclusive interview with The Express during the launch of Kilimanjaro Marathon 2010 at the Moshi University College of Cooperative and Business Studies stadium in Moshi.

The official said: Through its brand Simba Cement has managed to be among the major facilitators for the Kilimanjaro Marathon for four years, including this year.

He added: "We have been sponsoring these tournaments since 2006, because Tanga Cement has planned to contribute to the growth of sports in this country in differ-

ent sports: including Tennis, Table Tennis, Boxing as well as these long runs".

He said this is an opportunity for Tanzanians to participate in these tournaments so that they can win prizes and learn more, as well as creating new talents amongst young Tanzanians.

However, he said there were still low numbers of Tanzanians who win the super prizes, although more are trying their skills and some re-participating year after year.

Tanga Cement, he pointed out, has also decided to sponsor this tournament, normally held in Moshi, because most of the customers of their products are based in the regions of Kilimanjaro, Arusha, Manyara and Tanga.

"We are also not far because we will participate in corporate running in this 2010 Kilimanjaro Marathon, we have five strong participants who will try their luck in the Half marathon, twenty one kilometers,

to show our togetherness".

Athletics Tanzania Assistant Secretary General, Julius Msomi said: "The Kilimanjaro Marathon 2010 will once again be a showcase of the country's top long-distance talent, where some of the top Tanzanian marathon super stars like Samwel Kwaang, Patrick Nyangero, Banuelia Brington and Jumanne Thuway will participate in this year's tournaments, to race on the foothills of Mt Kilimanjaro.

Speaking after the race, Tanga Cement contestant for the 21 kilometre half Marathon, Michael Chikoma, said: "We are happy to participate in this year's tournament; on my side I was well prepared because I started exercising since last year, so I am also happy because I have done what I planned in this corporate running".

He said this year's tournament has improved, there were good services in the centres although there was a challenge with regard to climate, "This year's weather is

too hot compared with previous years", he said.

The first places of the full Marathon this year were dominated by Kenyans, where the winner was Steven Chebogut, the first runner-up David Kipromo and second runner-up Julius Tumakui, all from Kenya, and Chebogut got three million shillings prize as the winner of the 42km Kilimanjaro full marathon.

The guest of honour in this year's tournament was Prime Minister Mizengo Pinda, accompanied by Deputy Minister for Information Culture and Sports Joel Bendersa, who witnessed the start of the race early in the morning at the stadium.

Kilimanjaro Marathon 2010 was sponsored by Kilimanjaro Premium Lager, Vodacom, Tanzania Tourist Board, Tanga Cement, DT Dobie, New Africa Hotel, Goodyear Tyres, TanzaniteOne, KK Security, Keys Hotel, TPC Sugar and Kilimanjaro Water.