

Thousands take to the streets for the 17th Sunfoil Cape Town Big Walk

It was again an impressive turnout at the 17th annual Sunfoil Cape Town Big Walk presented by Spur on 28 February, where more than 20 000 people participated in both the 5km and more popular 10km events.

This year the walk sports a fresh new look and brand identity. The event is a highlight on the Cape Town social calendar and has become one of the city's most popular sporting events.

"This year we saw another amazing turnout at the Sunfoil Cape Town Big Walk with not only participants, but supporters coming out to enjoy this fantastic event in one of the world's most iconic cities," said Shoaib Moosa, Chief Commercial Officer of Willowton Group, manufacturers of Sunfoil pure sunflower cooking oil and Sunfoil margarine.

"There is no doubt that this event has become very popular and clearly meets a community need. The event is professionally run and gives people the chance to combine some hearty exercise with a fun day out with family and friends amidst the beautiful Cape Town city scenery on offer," continued Moosa.

The Big Walk has a history of committed fundraising, supporting charity organisations including the Red Cross War Memorial Children's Hospital and Academia Library, both major beneficiary of the event. This year's event raised a total of R121 000 for the Hospital.

"Our company has been involved with the Big Walk for the past four years and we continue to support this event because of its charity work and promotion of a healthy, active lifestyle," said Moosa. "This is in line with the Sunfoil brand which has a longstanding support of charity and promotes a balanced diet."

With the launch of the new brand, the fundraising division was increased with the establishment of the Cape Town Big Walk Foundation. Under this new structure, funding will be

channeled towards existing beneficiaries as well as further new projects and charity organisations aligned to the Big Walk's support pillars of education, fitness and health. A programme of activities will be sustained throughout the year, including book collection drives, a focus on healthy eating and outdoor fitness activities.

"We would like to take this opportunity to thank everyone involved in making this event a success," said Moosa. "From the competitors and their supporters to the organisers and volunteers who work tirelessly to ensure everything runs smoothly."

"The rebrand of the popular Big Walk forms part of the long-term vision to make this one of the biggest sporting events on the Mother City's social and sporting calendar, and the support today shows we are on the way to making this a reality," said Dr. Elias Parker, Event Director.

"The Big Walk has become a social and cultural institution. It is a fantastic, inclusive sporting event for everyone in the diverse metropolis of Cape Town. With the exciting new changes, we are confident that our event will continue to grow," he said.

The Sunfoil Cape Town Big Walk 2016, presented by Spur, has two distances, a 5km and 10km route. Starting at the forecourt of the Cape Town Stadium, the scenic walk made its way along the Sea Point promenade with the finish inside the Green Point Track.

All participants who completed the Big Walk received a medal at the finish line and enjoyed the live entertainment and an array of delicious food on offer. Every competitor also received a free goody bag and Sunfoil branded T-shirt.