

GREAT EASTERN WOMEN 10KM RUN 2010

For the 2nd year running, in support of women's health and fitness, True Fitness was the Official Fitness Partner for the Great Eastern Women 10K Run 2010. An annual running event for women in Singapore, the Great Eastern Women 10K is one of the largest women only running events in Asia. In the lead up to Race Day, True Fitness put together a series of activities for the participants to help them better prepare for their run.

To kick off registrations for the event, the Race Launch Roadshow at Raffles Green on 21 July 2010 was a hive of activity with four all-women teams running 1km each on treadmills sponsored by True Fitness, all in support of the Breast Cancer Foundation.



On race pack collection day, True Fitness' booth was abuzz with excitement as participants collected stamps for a chance to win fantastic prizes at the Race Expo, held at Kallang Leisure Park on 16 and 17 Oct 2010.



In helping runners get in shape for the big day, True Fitness also held two Race Clinics on 21 Aug 2010 and 18 Sep 2010. The ladies challenged their fitness levels with a Body Balance and Body Pump session at True Fitness Suntec City on both dates.



After the big Race Day on 31 October 2010, True Fitness led the 11,000 runners in a mass warm-down session.

True Fitness was indeed proud to be part of this event and we look forward to supporting this event again in 2011!



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