



EsselWorld Hosts 'EsselWorld Virtual FunRun' with More than 500 Participants on May 24th 2020

by [EVENTFAQS Bureau](#) [Entertainment](#) |
May 26, 2020 | [Press Release](#)

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EsselWorld hosted 'EsselWorld Virtual FunRun' on the 24th May 2020 in association with 'You Too Can Run' where more than 500 participants ran their respective marathons indoors. Along with the fitness ambassadors, Kranti Salvi, Girish Bindra, and K Haridasan Nair there were other fitness enthusiasts who participated in the run.

Amarjeet Singh Chawla, a 60 plus blind athlete ran the 10 km marathon, while 2 twin kids from Bangalore too participated in the Kids Obstacle Run. Other fitness enthusiasts and influencers such as Bijender Vats, Sanjay Dalia, Seema Ramkrishnan, Vivek Soni, Shital Gala, Balwinder Arora, Harpal Singh, Gunjan Raina, Vandana Tandon and Vikas Sharma too participated in the Virtual FunRun Marathon.



The platform began with its registrations on May 11th with a fixed registration fee amount on the You Too Can Run website. Part of the amount collected was donated to NGOs that are working towards the daily meals for the underprivileged. The runners were required to run within their house or in the compound anytime between 12 am, May 24th, 2020 to 12 am May 25th 2020 observing the lockdown regulations of the local government.

The activity was to be captured on an exercise app on mobile phones or on a wrist device and submit the same using the verification link that was received at the time of registration. The backend team at EsselWorld is now in the process of verifying the details shared by each participant post which they will be sending the certificates of participation and the discount coupon spot prizes.



The Kids Obstacle Run on the other hand was very much fun! Parents had to create a 500 meters obstacle race within the house itself which had to be innovative. There were about 50 plus children who participated in the event and an amazing response was witnessed where parents put in a lot of effort and made the run thrilling and fun for the kids. The entire activity was to be captured on a video and was to be posted on the parent's social media handles tagging EsselWorld with hashtags and also update the link of the uploaded video on the verification link provided in the confirmation email. The EsselWorld Team is now verifying the videos and other details post which they will send the certificates of the participation and the discount coupon spot prizes.

"We are glad to have hosted a successful event on May 24th 2020 where we had more than 500 people participating in our Virtual Run. We appreciate the support of every marathoner, runner, fitness enthusiasts, and even beginners for making this initiative by EsselWorld a success and also exemplify motivation for others in the lockdown period. We wish all the very best to all the contestants and keep their fitness spirits high!" said Paresh Mishra, Senior Vice President, Sales & Marketing, EsselWorld Leisure Pvt. Ltd.



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By Indiaretailing Bureau - May 15, 2020

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As the lockdown has moved into its 4th phase, [EsselWorld](#) is ensuring to keep the spirits high of Mumbaikars. Since most Mumbaikars are concerned about their lifestyle and fitness, it has become difficult for each one of them to follow their regime for the past 2 months. [Esselworld](#) has associated with You Too Can Run for a virtual marathon which will be held on the May 24, 2020 for a 5km, 10 km and a Kids Obstacle Run.



Kranti Salvi holds a Guinness World Record of being the fastest marathoner in saree and has also run major marathons across 5 continents while K Haridasan Nair is an ex-army officer who has been running marathons for more than 35 years. On the other hand Girish Bindra who was detected with Neurocysticercosis (blood clots in brain) 15 years back, was advised no heavy workouts any more by doctors post which he started running and since then has not looked back and has run many marathons with an excellent timing.

Participants can run within their house or in their compound anytime between 12 am, May 24, 2020 to 12 am May 25, 2020 observing the lockdown regulations of the local government. The participants will have to capture the activity on an exercise app on phone or on a wrist device and submit the same using the verification link received on the time of registration. The backend team at EsselWorld will verify and send the certificates of participation and the discount coupon spot prizes.



The Kids Obstacle Run on the other hand is very much fun! Parents need to create a 500 mtrs obstacle race within the house itself which needs to be innovative. There should be a minimum of 2 'unders' and 2 'overs' in the obstacle, for example 'under the chair' or 'under the sofa' and 'over the bed' or 'over the stool', etc. The child needs to complete atleast 3 loops post which the EsselWorld Team will verify and send the certificates of the participation and the discount coupon spot prizes.

20 winners in each category (5 Kms, 10 kms and Kids Obstacle Race) will win couple passes each and each of these passes will have validity until March 31, 2021. The prizes will be declared and distributed based on a lucky draw from the entries received from participants who successfully completed the event. Coupons with 25 percent discount will be given to all participants who submit links as per the rules of the event.

