



The Phuket International Marathon™ was presented by TAT, Thai Airways and Laguna Resorts. The Phuket Marathon™ is a member of the Association of International Marathons and Road Races (AIMS). The course is AIMS measured and certified.

First Phuket International Marathon™
Getting Set to Make its Mark
Bangkok, May 10, 2006

From 15 to 18 June 2006, the Thai resort island of Phuket will host the first edition of the Phuket International Marathon™ Festival. More than 10,000 participants are expected to attend the event with nearly 3,000 runners participating in the marathon and supporting races.

Promoted under the "Run Paradise!" slogan, the Marathon, Half Marathon, 10 km Fun Run and 1 km Kids Run scheduled for Sunday 18 June, will allow locals and some 500 foreign participants from more than 30 countries to discover the beautiful landscapes and famous beaches of the island.

Thanks to the combined effort of local government, businesses, sponsors, volunteers and the entire community, within three years, the organizers, Bangkok-based sport marketing firm Go Adventure Asia and Japanese production company exclaNation, intend to make it the biggest running event in South East Asia, attracting around 2,000 international runners and some 20,000 people joining the festivities.

Sports commentator and 1984 Olympics marathon runner Akemi Masuda is the proud race ambassador for Japan. She commented, *"I have been to Phuket many times and I believe we will have a great marathon festival here. I am very excited to be involved with this event and hope to bring as many Japanese runners as possible to Thailand. I have inspected the marathon course on my last visit and it is safe and very beautiful."*

Managing Director of Go Adventure Asia, Mr. Raimund Wellenhofer said, *"From a tourism point of view the event will greatly benefit Phuket's tourism industry during a quiet time of the year by drawing large numbers of runners from Thailand and overseas. The large media attention that the event will receive, both in Thailand and overseas, will further contribute to promoting Thailand and Phuket to the world. Already, we have more than 25 international journalists confirmed to cover the event. For a first time event this is quite an achievement which we are very proud of."*

Furthermore, as you all know this year we are celebrating His Majesty the King's 60th accession to the throne and the Phuket International Marathon™ as an official Thailand Grand Invitation event will join the celebrations. In celebration of the occasion we have decided to donate 60 baht of each runner's entry fee to the Rajaprachasamasai Foundation under HM the King's patronage."

Laguna Phuket International Marathon™
www.phuketmarathon.com

Go Adventure Asia (Chip Timing Co., Ltd.)

109 Fl. 5, CCT Building, Surawong Road, Bangrak, Bangkok 10500 THAILAND Tel. +66 2 2362931-2 Fax. +66 2 2372321
Email: info1@goadventureasia.com