



*The Phuket International Marathon™ is presented by TAT, Thai Airways and Laguna Resorts. It is sponsored by Powerbar, Gatorade, Pepsi, Bangkok Phuket Hospital Citizen, Go Thailand Tours, ChampionChip, Asia Pacific Harrier, Bangkok Shuho, Virgin Radio Thailand and Sportmag. The Phuket Marathon™ is a member of the Association of International Marathons and Road Races (AIMS). The course is AIMS measured and certified.*

**Inaugural Phuket International Marathon™ To Take Place On 18 June 2006  
3,000 Participants Expected To Take Part  
Bangkok, October 01, 2005**

The inaugural Phuket International Marathon™ will be held on 18 June 2006 at the Laguna Resort, Phuket. With the slogan "Run Paradise" organizers encourage runners from around the world to participate in the Phuket International Marathon™ on Thailand's world renown resort island of Phuket.

Some 3,000 to 3,500 participants are expected to compete in the event, including an expected 1,000 international participants. The marathon will be the climax of a week full of sporting activities on the island. The race will start and finish at the world class Laguna Phuket resort which also hosts Thailand's leading triathlon, the Laguna Phuket Triathlon.

There will be a Marathon, a Half Marathon and a 10 Kilometer Run on offer and online registrations have opened on 1 October 2005. The early bird entry fee is US\$ 50 for the Marathon, US\$ 45 for the Half Marathon and US\$ 35 for the 10 Kilometer Run.

Charity will play an important role in the event as all proceeds will go to charitable organizations. Organizers are currently in the process of identifying charities that will be supported through the event.

The hilly character of the Phuket landscape has presented the course designer with a challenge as finding a 42 kilometers long, flat stretch is difficult on the island. Nevertheless, organizers have come up with an attractive, flat course passing through the island's lush vegetation and past some of Phuket's famous beaches. Thai music bands will support the runners with typical Thai sounds along the way.

Less than a year after the devastating tsunami hit the island, Phuket has fully recovered from the aftermath of the disaster and is ready to welcome runners from around the world. Since July visitor arrivals have almost reached pre-tsunami levels and bookings for the high season in December and January are very strong. Phuket is back and for visitors it is again the tropical paradise it used to be.

The event is a member of the Association of Marathons and Road Races and will be organized by Bangkok-based sport marketing firm Go Adventure Asia. The company also organizes Thailand's leading cultural marathon, the ING Thailand Temple Run.

**Laguna Phuket International Marathon™**  
[www.phuketmarathon.com](http://www.phuketmarathon.com)

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

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