



Record numbers of runners from around the world are racing to "Run Paradise" in this year's Laguna Phuket International Marathon on 12 June.

High resolution image available at <http://www.lagunaresorts.com/~ftpc/m/Pictures/Marathon%201.jpg>



Laguna Phuket International Marathon's "Run Paradise" tagline is an apt description of the scenic tropical course.

High resolution image available at <http://www.lagunaresorts.com/~ftpc/m/Pictures/Marathon%202.jpg>

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**Laguna's "Run Paradise" Marathon Sparks Growing Global Interest**

**Surge in Entries Makes Annual Event Asia's Fastest-Growing Destination Marathon**

Record numbers of runners from around the world are racing to Phuket to "Run Paradise" amid the island's picture postcard tropical scenery in the sixth annual Laguna Phuket International Marathon on Sunday, 12 June.

International entries since registration opened in October have surged 20 per cent from the same period last year – putting the 2011 marathon on course to smash last year's record of more than 4,600 entries from some 45 countries.

Year-on-year growth since the inaugural 2006 event makes Laguna Phuket International Marathon the biggest and fastest-growing destination marathon in Asia.

The "Run Paradise" tagline is an apt description of the event, which sees runners of all ages on a mainly flat course that takes in rubber and pineapple plantations, beach views, local villages and the tropical lagoons of Laguna Phuket - all in a family-friendly carnival atmosphere.

As well as the full marathon there's a half marathon, 10.5km run, 2km children's race and 5km family walk.

And a two-day expo with sponsor booths and fun activities around Laguna Phuket will stoke the carnival atmosphere as runners from around Thailand, the Asian region and elsewhere in the world gather to take part.

Race Director Roman Floesser of organiser Go Adventure Asia, said: "We don't encourage runners to strive for personal best times, but to enjoy the scenery and the complete race experience. That's also a reason why we don't offer prize money - it's all about participation and having fun."

Runners are encouraged to take part in fundraising, either for their own chosen charity, or for Laguna Phuket's community initiative to support local schools.

Early Bird registration is open until the end of March and online registration until 4 June. Hotel specials at all Laguna Phuket resorts and hotels are available for instant booking on the event website. For further information or to register, visit: [www.phuketmarathon.com](http://www.phuketmarathon.com).

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**Note to the Editor**

Laguna Phuket is Asia's finest destination resort – a collection of deluxe hotels and villas including Banyan Tree Phuket, Sheraton Grande Laguna, Dusit Thani Laguna Phuket, Laguna Beach Resort, Outrigger Laguna Phuket Resort and Villas, Best Western Allamanda Laguna Phuket, Laguna Holiday Club Resort, and Laguna Property offering luxury investment and lifestyle residential properties - all sharing 1,000 acres of tropical parkland and three kilometres of beach frontage with the Laguna Phuket Golf Club, Canal Shopping Village, Banyan Tree Spa, four Angsana Spas, Laguna Wedding Chapel, Quest Laguna Phuket Adventure an on-site team building facility, and Latitude a unique stand-alone function venue.

[www.lagunaphuket.com](http://www.lagunaphuket.com)