



**RUN PARADISE !**  
**The Laguna Phuket International Marathon™, 2007**  
**June 15th – 17th 2007**

The Laguna Phuket International Marathon™ 2007, the largest destination marathon in South East Asia, will take place on Sunday 17th June 2007

Only in its sophomore year, the Laguna Phuket International Marathon™ 2007 looks set to build substantially upon the success of last year's inaugural event.

Organisers Go Adventure Asia are expecting a 100 per cent increase in participants – including 1,500 international runners from 40 different countries – which will provide a global platform for the beautiful Thai region.

The date of the event was specifically chosen to maximise the benefits of the event for the island. Held during a traditional low-season the, Laguna Phuket International Marathon™ 2007 will encourage the tourist industry to thrive throughout a typically quiet period.

The focus of the event is not on breaking world records but in establishing a respected competition that exposes the true beauty of Phuket. Following the Tsunami disaster in 2004, the organisers set out to create an event that celebrated how the people, businesses, and landscape of Thailand had recovered and were moving forward.

In 2007, Go Adventure Asia is encouraging runners to raise money for a charity of their choice. This is a new concept in Thailand, but the organisers hope to emulate the success of the London Marathon, whose 9500 participants raised in excess of £12 million in 2006. The Laguna Phuket International Marathon™ 2007 has nominated HOPE worldwide (Thailand) as its official charity. HOPE worldwide (Thailand) is dedicated to helping needy children and underprivileged girls in Thailand.

**LAGUNA PHUKET INTERNATIONAL MARATHON™ 2007 SCHEDULE OF EVENTS**

- Friday June 15<sup>th</sup> – Expo – Participants pick up Race-Kit's @Laguna Beach Resort
- Saturday June 16<sup>th</sup> – Expo – Participants pick up Race-Kit's @Laguna Beach Resort
- Saturday June 16<sup>th</sup> – Pasta Party @ Similian Ball Room, Laguna Beach Resort
- Sunday June 17<sup>th</sup> – 2<sup>nd</sup> Laguna Phuket International Marathon™
  - 05.00hrs – Start of Marathon
  - 06.00hrs – Start of Half Marathon
  - 06.30hrs – Start of 10k Fun Run
  - 08.00hrs – Start 5k walk
  - 09.00hrs – Start 1k Kids Run
  - 09.30hrs – Winner's Presentation
  - 10.00hrs – Cultural Performances on stage
- Sunday June 17<sup>th</sup> – Farewell Party @ Columbian Garden, Dusit Laguna Resort

The race course navigates around the picturesque Northern part of the island, allowing people of all abilities to participate whilst still enjoying the stunning scenery of the island. A 5km Walk

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

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

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has been organised in addition to the Marathon, Half Marathon and 10km Fun Run – making this incredible sporting experience available to people of all ages and athleticism.

A ‘Pasta Party’ on the evening of the 16th and a Farewell Party on the 17th provide an excellent opportunity to meet fellow runners, organisers, and taste some of the delicious seafood from the Andaman region. Entertainment will be provided by traditional musicians so participants can taste both the delicacies and culture of the island – before exploring the geography during the race. Tickets can be bought online or at the event Expo on the 15th and 16th June.



Phuket International  
Marathon™ 2006  
Starting line



Phuket International  
Marathon™ 2006



Phuket International  
Marathon™ 2006 -  
‘Pasta Party’



Phuket International  
Marathon™ 2006 –  
Trophy Presentation

“2007 will be an excellent year for the Marathon” commented Raimund Wellenhofer – Laguna Phuket International Marathon™ 2007 race director - “The professional organisation of the inaugural event was commended – but for 2007 the race has grown significantly in size, and as such, we hope to offer sporting excellence while providing even greater exposure for the region’s beauty and abilities.”

#### **For Interviews / Images / Further Information**

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