



DIACORE GABORONE MARATHON OFFERS 1 MILLION PULA PRIZE

In an unprecedented move, Diacore Gaborone Marathon kicks off the year with ground breaking reward, calling on the fastest runners worldwide. It is with great enthusiasm that we announce that 1 million pula (US\$100,000) will be up for grabs for the first runner to complete the 42.2km Marathon in under 2 hours and 08 minutes.

This is a monumental move as it will not only put the current Diacore Gaborone Marathon 42.2km record of 2 hours and 17 minutes into contention, but is also sure to attract elite runners from across the world. In continuing in its efforts to not only bolster tourism by positioning Botswana as the host of one of the most premier sporting events in the region, Diacore Gaborone Marathon has offered young Batswana athletes an opportunity that has never been seen on our shores.

The event is entering its 7th year and proud of achieving the following

- Contribution to GDP – Pula 109 Million
- Social investment – Pula 5 Million
- Significant Development (or CSI) Initiatives Connected to the Event (Pula 1 million per annum for last 3 years to charity)
- Increased Awareness of Gaborone's & Botswana's Tourism Offering Due to Increased Visitors & Media Exposure
- Training and Transformation of Workforce
- Support to and Potential to Grow Small Businesses
- General public well being – Priceless!

The Diacore Gaborone Marathon running program which hosts 10 elite long distance runners has proven without a shadow of a doubt that our nation has a treasure trove of world-class athletes. Having conquered races both locally and regionally, it is time to welcome foreign athletes and challenge them in a historic winner that will be remembered as a significant milestone in African sports. What's more, all proceeds from the 2018 event as in previous years will be donated to charity making this truly Botswana's finest hour.

Registration for the 2018 event to be held on May 13 is currently open on www.diacoregaboronemarathon.com.

Diacore Gaborone Marathon thanks our proud and loyal sponsors Diacore, Stanbic Bank, Mascom, Gemmological Institute of America (GIA), Sefalana, Botho University, Grand Palm Hotel and Casino Resort and broadcast sponsor Yarona fm.

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MARATHON

Contact: Thabo Makgato
Telephone: +267 715 099 06
thabo@diacoregaboronemarathon.com
www.diacoregaboronemarathon.com

About Diacore: Title Sponsor Diacore, a multinational diamond company, has diversified interests in the diamond industry providing rough and polished diamonds to customers around the world. The company has manufacturing facilities in Botswana, South Africa, Namibia and New York and has established its leadership in crafting rare, exceptional diamonds as well as unique high-end jewelry. The main administrative office of Diacore is based in Johannesburg, South Africa, with a global presence in Antwerp, London, New York, Tel Aviv, Dubai, Mumbai, Hong Kong, Johannesburg, Gaborone and Windhoek.

www.diacore.com

About PGM Foundation PGM is a charitable organization whose mission is to empower young people through our sporting events in Botswana. PGM strives to give talented and determined Batswana the tools succeed by providing a wide platform to build local capacity for sporting events that meets international standards. PGM launched the Gaborone City Marathon as its first flagship event in 2010. The event has since been named Diacore Gaborone Marathon (DGM), after its Title Sponsor. DGM is the country's largest running for charity event an important qualifier for major international races in which Botswana and international athletes participate. DGM is AIMS certified and IAAF affiliated.

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