Brace for night endurance challenge as Neon Run returns to Kampala streets

By Michael Nsubuga

Enthusiastic recreational runners and fitness freaks will welcome back the Tusker Lite Neon Run on April 10, with five and 10km routes after a seven-year hiatus.

The event, held after dusk, gives corporate employees who sit in the office all day a chance to wind down with a jogging session, not only to keep fit but also to promote healthy living.

According to the race organizer Julius Nkuraija, the run will start at the Circuit Lounge in Kololo, with the two routes winding through well-lit streets for the safety of the runners.

"We are going to ensure safety for all the runners with security along the well-lit streets. We are going to be donning neon kits to light the entire route," Nkuraija said.

PHOTO BY MICHAEL NSUBUGA



Some of the runners stretch before the launch oof the Tusker Lite Neon Run in Luzira on Friday

The event was launched at the Uganda Breweries on Friday by Sandra Againe, the brand manager of Tusker, after a short run involving her and a number of enthusiastic runners from different running clubs. "This is the rebirth of the run. Over the past few years, we have heavily invested in the running culture in Uganda. So, today, we're excited to bring back the Tusker Lite Neon Run," Againe said.

"It is an experience that blends fitness, music, and energy into a fun, social environment. People are running 42 and 50 km routes, so this is something that blends both worlds. The Neon Run was designed with this in mind. We imagine what a run can be, combining music, movement, and shared energy because that is what Tusker Lite is all about. It's about energy. It's about vibes. At Tusker Lite, we proudly align our local positioning with an active lifestyle," Againe added.

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