RUNNERS, RAVERS AND NEON LIGHTS

By Alex Ballmwikungu

Kampala traded sleep for sweat and neon vibes last weekend as Tusker Lite lit up Kampala with a high-energy Neon Run at Circuit Lounge in Kololo. The sold-out event pulled together running clubs, fitness fanatics, and hardcore party lovers for a unique mix of cardio and nightlife.

Participants tackled either the 5km or 10km routes through Kololo and surrounding areas, but this was far from the typical road race. After crossing the finish line, runners cooled down with icy Tusker Lite pints before the night shifted from fitness mode into full party territory.

Instead of heavy breathing and silence, runners were treated to a full-blown silent disco experience. Armed with Bluetooth headphones, participants danced and vibed their way at Circuit Lounge as they downed pints. DJ Bugy kept revellers bouncing during the post-race silent disco session, serving up Afrobeat bangers that had partygoers dancing in sync through their headphones. Later, after 9pm, DJ KasBaby cranked up the energy with crowd-pleasing anthems that kept the celebration alive deep into the night.

Speaking during the event, Tusker Lite brand manager Sandra Againe said the Neon Run represents the brand's mission to fuse fitness, lifestyle and social connection. "We are happy to see such an amazing turnout for the Neon Run. The energy from the runners and party lovers was incredible from start to finish," she said.

The event also doubled as a build-up activation for the upcoming Mt Rwenzori Marathon slated for August 22 in Kasese, with several participants signing up for the race during the event.

Organisers confirmed that the running experiences will continue throughout the year, meaning Kampala's runners may want to keep both their sneakers and dancing shoes close by.

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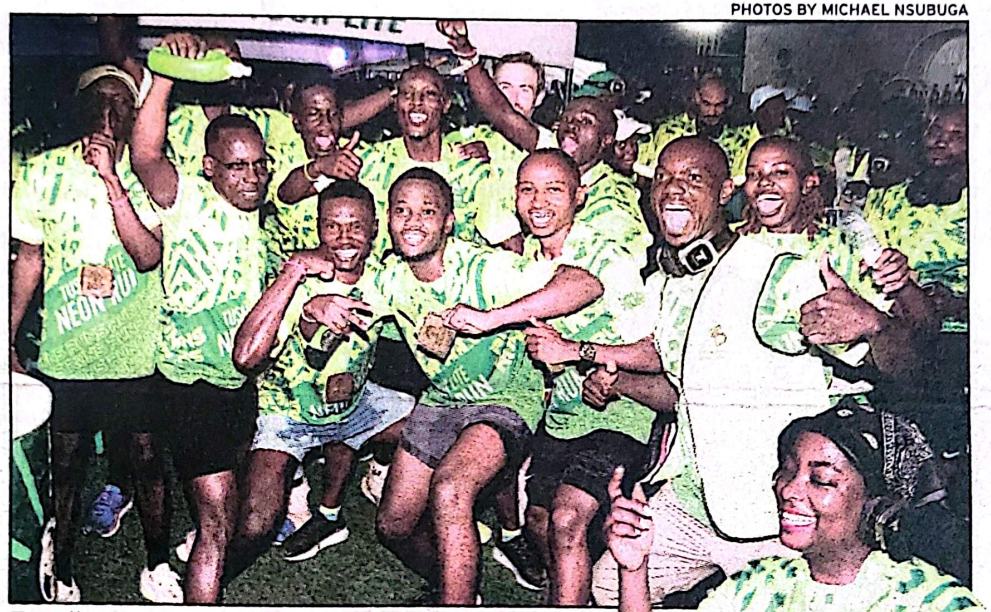
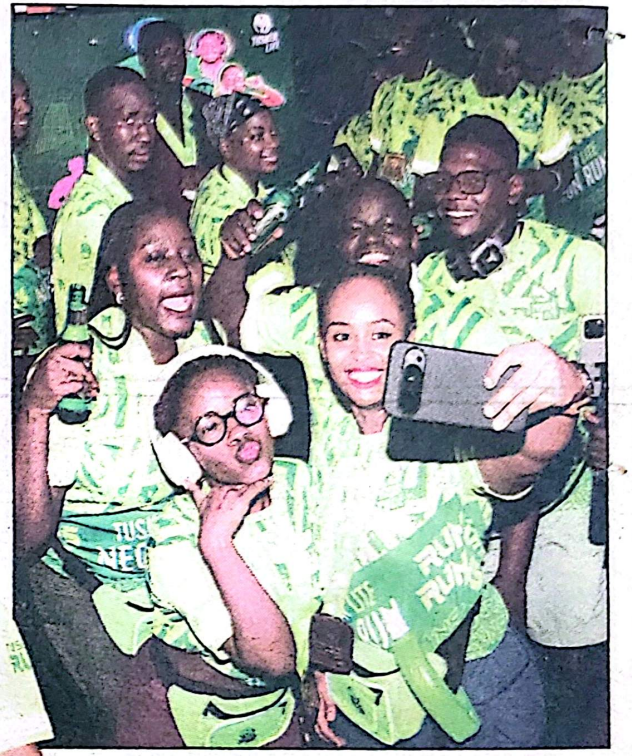
PHOTOS BY MICHAEL NSUBUGA



Revellers and runners enjoy themselves after the Tusker Lite Neon Run at the Circuit Lounge in Kololo



Revellers and runners take selfies at the event

A reveller enjoying herself

PHOTOS BY IGNATIOUS KAMYA

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