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## Get moving KZN – The Vitality Run Series is here!

Vitality is turning KwaZulu-Natal orange. For the first time ever, the Discovery [Vitality Run Series](#) (VRS) will partner with the city's iconic races to get more citizens onto their streets.

### Confirmed race dates:

- **08 March 2020:** Marshalls World of Sport Stella Royal
- **29 March 2020:** Kingspark Athletic Stadium
- **24 May 2020:** Kingspark Athletic Stadium

Dr Mosima Mabunda, Head of Wellness at Discovery Vitality says: “As part of Vitality’s purpose to make people healthier and get them to be more active, we are launching the KZN Vitality Run Series to encourage runners of all fitness levels to get moving. The series has seen thousands of South Africans participate in Johannesburg, Cape Town, and Pretoria now it is Durban’s turn.

The run series’ aims are in line with Vitality global commitment to make 100 million people 20% more active over the next five years, says Dr Mabunda.

“Vitality over many years has designed successful interventions to make people healthier. For us, extending the reach of the Vitality Run Series to KZN is an investment not only in the physical health of the people of KZN, but their quality of life and ultimately the economy,” says Dr Mabunda.

Some key highlights from the recent [Vitality RAND study](#) on the economic impact of exercise:

- The 23 country study shows that “fitter SA bodies could lead to a fitter SA economy contributing R7billion a year “
- If the inactive global population walked at least 20 minutes extra a day, the world economy would gain on average \$220bn per year
- Physically inactive 40-year-olds could increase their life expectancy by 3.2 years, on average, by introducing 20 minutes of jogging a day.
- 2.A recent [study](#) we conducted amongst South African cities showed the following
- Durban claimed 4th place in the category of most steps tracked, with Cape Town in the lead and PE at the tail end
- Durban came second place, after Cape Town, in the number of gym workouts
- Durban ranked third place in the outdoor activities category, logging over 800 000 activities.

Apart from the health benefits, Team Vitality runners get 50% cashback on all race entry fees. Races are open to runners of all fitness levels, including first-timers, who can choose from a 5km, 10km or 21km run (25 KM run option is only available for the race on 8 March). Participants will receive a limited-edition medal for completing each leg of the series and Vitality members will get bonus Vitality points for taking part.

“In addition, Team Vitality members get exclusive access to our VIP hospitality at each race, running tips and tricks from industry experts and quality running kit every two years. Let’s create a healthier country, one city and one race at a time,” says Mabunda.

Join Team Vitality [here](#).

For more information or to enter, visit the Vitality Run Series [page](#).

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### ***Discovery information***

#### **About Discovery**

Discovery Limited is a South African-founded financial services organisation that operates in the healthcare, life assurance, short-term insurance, savings and investment and wellness markets. Since inception, Discovery has been guided by a clear core purpose – to make people healthier and to enhance and protect their lives. This has manifested in its globally recognised Vitality Shared-Value insurance model, exported to over 19 countries and reaching over 11 million members. Discovery trades on the Johannesburg Securities Exchange, with a market cap of \$7 billion.

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About Vitality

Vitality is the largest platform for behaviour change globally, with more than eleven million members in 23 countries. It is a leading behaviour-change programme that easily integrates into insurance and financial services, creating shared value by combining behavioural economics and clinical science to encourage and reward members for exercising more, driving better and spending responsibly. For more information, please visit [vitalitygroup.com](http://vitalitygroup.com).

## About the Vitality Running World Cup

The Vitality Running World Cup pilot team had a big dream in 2018 to get the world running together. Founded by Nick Beresford & supported by several partners and experts, the Vitality Running World Cup hosted over 180 countries in the inaugural 2018 competition and aims to become the world's largest mass participation sporting event in 2020.

## Contacts



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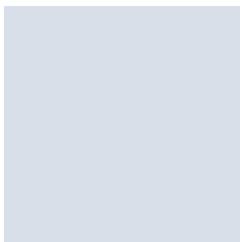
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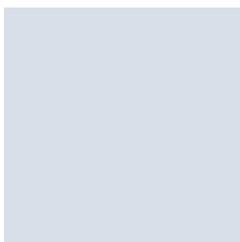
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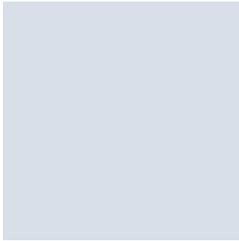
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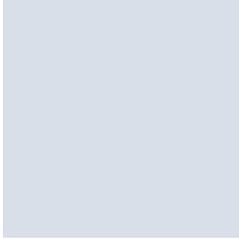
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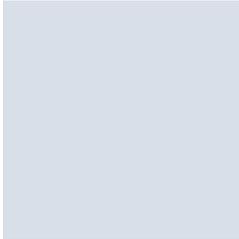
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