



January 2017

For immediate release please

Vertical Race @Media One Hotel

...with a World Champion

Are you ready to make The Climb at Media One Hotel? That's exactly what the Vertical Race is all about. It's an exhilarating, effective, marathon-inspired, calorie-burning stair climbing race in the Media One Tower on Saturday 18th February 2017 and back for its third year! This year Piotr 'Showtime' Lobodzinski, the reigning tower running world champion, is also participating in the run.

We are partnering with the Towerrunning World Association [TWA], as towerrunning is one of the fastest growing sports and striking a trend in the global running scene. Each year more than 150,000 athletes and running enthusiasts climb towers, skyscrapers and outdoor stairs to experience this unique challenge....and you have a chance to experience it at Media One.

It is open to individuals with pre registration a must. The race itself starts from ground level with a run through the car park up to parking level 7; this is approximately one kilometer and supporters will line the way to give you the encouragement needed for the next stage. It is then time to change to the stairs, all 700+, and race from level 7 all the way to level 42 where the finish line will be waiting with a much needed water station and spectators to witness your success.

If you are interested just log on to <http://bit.ly/M1Run2017> and race packs will be provided for collection prior to the race. Online registration for the event will close on 16th February 2017. The race for individuals starts at 10am with an entry fee of AED 99 each.

There will be prizes to the value of AED 50,000 for the winners, based on and awarded to the 3 top men, the 3 top women. However this year we are providing cash prizes if they beat the track record. The result list will be posted and all times achieved will be sent to the runners via Premier Online who is our official timing partner.

Felix Hartmann, Director of Operations at Media One Hotel stated, "This year we are expecting even more runners to take up the challenge now we are offering a cash prize to the winner of the course record. Being partnered with TWA contributes to the reputation of this ever growing event at Media One.

Again our Media One Team is in training and is looking forward to preparing and participating in the race. I am the coach, and though they definitely need a little more practice at the moment, we will soon be challenging some of our competitors!

For the individuals this year will be more serious and a challenge for personal bests, but we are still looking for corporate companies to start training and hopefully pitch themselves against some of their rivals".

Once the race is over the Award Ceremony will take place on THE DEK on 8 where we are providing a special deal for all participants for lunch and drinks.

Make sure you don't miss this opportunity to capture a great result and it's still supposed to be a fun event.

Log onto <http://bit.ly/M1Run2017> for more details

-ENDS-

About Media One Tower:

Located in the bustling area of Dubai Media City, Media One is a mixed use development comprising a hotel and offices.

The hotel, tailored to the savvy business traveller, occupies the first 23 floors of the 43 story tower and offers a collection of cafes, bars and restaurants, a gym, outdoor pool and terrace.

It also houses state-of-the-art conference facilities, a fully equipped business centre and a selection of retail outlets, with a spacious lobby and ample parking.

The upper 20 floors of the property is dedicated office space, accessible through a separate entrance and lobby area with easy entry to the hotel facilities.

For more information please contact:

Sally Meech

Director of Marketing & Communications

Media One Hotel

Dubai Media City

Tel: 04 427 1000

Email: sally@mediaonehotel.com

Web: www.mediaonehotel.com