



**January 2016**

**For immediate release please**

**It's all about the climb....**

**Vertical Race @Media One Hotel**

**....ideal for all those fitness New Year Resolutions!**

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 20<sup>th</sup> February 2016. So if one of your New Year Resolutions involves improving your fitness the M1 Run offers you the ideal opportunity.

It is open to individuals and teams 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.

The race for individuals starts at 10am with an entry fee of AED 99 each; however the race is also open to teams of four in a relay format, starting at 11.30am and the entry fee will be AED 399 per team.

If you are interested to register just log on to <http://bit.ly/MediaOneRun2016> and race packs will be provided for collection prior to the race. Online registration for the event will close on Sunday 14<sup>th</sup> February 2016.

There will be prizes to the value of AED 90,000 for the winners, based on and awarded to the 3 top men, the 3 top women and 3 top teams. 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 Food & Beverage of Media One Hotel stated, "Our Media One team is in serious training now the festive activities have finished. We have had some great training sessions and hope some of our hotel competitors enter so we have a real challenge on our hands. We are looking forward to seeing the

individuals that have registered, as we know this will be a much more serious race and a challenge for personal bests! A few brave corporate companies have started to train and hopefully they will also challenge themselves against some of their rivals! But we are also happy for anyone to create a team to participate if they don't think they can manage the feat alone".

Once the race is over all competitors there is a special deal for all participants for GET.CHIC.DONE at THE DEK on 8 for lunch with a couple of drinks and of course use of all the facilities – pool, sauna and steam room - to relax those aching muscles and build stamina. This will also be the location of the Award Ceremony.

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/M1Run\\_website](http://bit.ly/M1Run_website) 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:

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