

Extra incentive by Nike at Nedbank Runified Breaking Barriers 50km

As a long-standing partner of the Nedbank running club, sporting giant Nike today announced that they will be adding an extra incentive and will award the first 3 men and women across the line on race day with very lucrative Nike vouchers that the athletes can redeem at Nike stores around the country.

The Nedbank Runified Breaking Barriers 50km returns to the Nelson Mandela Bay Municipality on 6 March for the second time after the record-breaking event set two new world records and numerous age group bests last year. Ketema Bekele Negasa and Irvette Van Zyl, both from the Nedbank running club set new 50km world records last year, both crossing the line victorious in Nike's most popular racing shoe, the vaporfly.

"Our mission is to bring inspiration and innovation to every athlete in the world," says Nike Sports Marketing Manager Masilo Masha. "If you have a body, you are an athlete."

Nedbank running club national team manager and race director of the Nedbank Runified Breaking Barriers 50km Nick Bester was elated at the news. "Nike is a fundamental partner to the Nedbank running club green dream team, and we are grateful to have them onboard not only to support our elite athletes, but now also the World Athletics Elite label Nedbank Runified Breaking Barriers 50km," said Bester.

The Nedbank Runified Breaking Barriers 50km will be broadcast live on race day through SuperSport.