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15,000 women participate in the first edition of Pinkathon on Sunday

—Sharad Kumar and Pravin Indrekar.dna

3000

Girl students, 800 teachers & 1000 parents from HBK School participated in the run

Amdavad wakes up to a pink morning

Madhuri Jani

Pinkathon - an international run for women, by the women, aimed to spread awareness about breast cancer, witnessed its first edition on October 12 at Sabarmati Riverfront. Fitness fanatic, super model and Pinkathon founder Milind Soman, mayor Meenaxi Patel, Anaar Patel, and managing director of State Bank of India B Sriram flagged off India's biggest women's run. A record number of over 15,000 women of all age-groups from various cities & different walks of life registered for the run, making Ahmedabad Pinkathon, the biggest run in terms of participation.

Decked in pink, Amdavadi women came together to support the cause. They had fun-filled warm-up sessions that comprised shaking a leg to Bollywood tunes, doing the zumba.

Soman thanked Amdavadis for the overwhelming response. He said, "It is a matter of joy to have received such an amazing response in the city. I am thankful to the participants for helping us achieve our goal of encouraging women's health and spreading awareness about breast cancer."

B. Sriram said, "Nearly 1850 women from SBI family of Gujarat participated in the run. We are associated with Pinkathon because we believe a woman's health is her family's health. It is very important for women of India to know that breast cancer is curable, if detected at an early stage and it is heartening to see a huge number of women coming together to support a noble cause."

Shristi Shrivastava, Divya Vijaybhai, Bhumika Patel & Emma Barrebo from Sweden emerged as winners in this multi-category running event in 5, 3, 21 & 10km run respectively. Emma Barrebo, a student at IIMA, was excited at having won the event. She says, "I have been practicing for the first edition for past 5 weeks. I came to know about Pinkathon from a friend's mother in USA who is a breast cancer survivor and associated with Pinkathon. I feel great being part of the event."

Bhumika Patel, a Pinkathon Ambassador and 21-km run winner says, "I am happy to be part of the event. I would like to urge women to go for mammography regularly and wish women make fitness and exercise a regular affair of life."

Along with Ahmedabad running community members, Mayor Meenaxi Patel, and Anaar Patel, chief minister Anandi Patel's daughter, were seen encouraging the women of Amdavad to step out and take fitness as a priority. Meenaxi Patel who was excited about the run, praised the CM on being a fitness enthusiast. "Many people are not aware but everyday in the morning, Anandiben runs for 3km and practises yoga. I believe women should consider fitness as a religion. Pinkathon is a good medium to educate women about breast cancer and to pursue them to take fitness as priority," she said.

Mayor Meenaxi Patel cleaning the venue

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