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For Immediate Release

Milo To Bring Energy and Taste to Kids Fun Run

MILO Energy Drink has signed on as a sponsor for the Kids Fun Run which is a part of the Cayman Islands Marathon that takes place on Sunday, 5 December, and will be giving away cool prizes and samples of its tasty product to the young runners on race day.

MILO joins the Ministry of Health, Environment, Youth, Sports and Culture, which is the main sponsor of the Kids Fun Run event. The race is open to primary school students between the ages of 7 and 12 years old in both Government and private schools. Registration for up to 500 local school students is FREE, and students can register online at CaymanIslandsMarathon.com or at their schools.

MILO, which is distributed locally by Jacques Scott Group, plans to do random drawings for a bicycle and MILO-branded sports bags, and promote its ready-to-drink, cold products. The company will also provide t-shirts for the kids.

"We were so excited when MILO approached us about being a part of the Kids Fun Run," said Rhonda Kelly, Race Director. "It is a brand that is recognised by both kids and adults, and the product is absolutely delicious. We think this partnership will be a mutually beneficial one, and we thank MILO and Jacques Scott for their support of this fun event."

"MILO is pleased to lend its support to this great event which promotes a healthy, active lifestyle for kids," explained Eva Atkinson, Brand Manager for Jacques Scott Group. "MILO is a delicious and nutritious energy drink that contains essential vitamins and minerals which stimulate the body and mind, and we believe this brand complements the objectives that the organisers are trying to achieve. We look forward to a successful event with lots of energy, enthusiasm and fun."

Once again this year, the school which has the most kids participating in the Kids Fun Run will win a party at the school sponsored by TCBY, who hosted a party for last year's winners, George Town Primary School. TCBY offers delicious soft serve yogurts and sorbet, hand scooped yogurt, smoothies and yogurt cakes and pies.

"We are thrilled that TCBY has agreed to host a party again for the winning school in the Kids Fun Run competition," said Kelly. "TCBY offers a healthy and delicious alternative to our children at a time when the childhood obesity levels are rising in the Cayman Islands, and parents are struggling to get their kids to eat healthier and lead a more active lifestyle. We think that this sends a good message to both kids and parents that healthy food can also be tasty, and we thank TCBY for their community spirit."

The Kids Fun Run begins at 10:30am at the Government Administration Building on Elgin Avenue (the Glass House), and the youngsters will run approximately half a mile and finish at Breezes by the Bay Restaurant, where the other runners also complete their event.

"It is never too early to get our children involved in activities that will promote a lifestyle of fitness and exercise," says Rhonda Kelly, Race Director. "The fact is that our kids today lead a very sedentary lifestyle and it is important that we get them moving. The Kids Fun Run is an easy, non-competitive race. This is also a great opportunity for families

to spend quality time together because parents can run their event which starts 5.5 hours earlier, and then support their children in their race."

Registration for the Kids Fun Run includes a MILO t-shirt and a finisher's medal. The race is limited to 500 kids between the ages of 7 and 12 so parents are encouraged to register their kids early.

Registration for the Cayman Islands Marathon, half-marathon and fourperson relay is available at CaymanIslandsMarathon.com. Participants can also do walk-in registration at the Kelly Holding office.

The Cayman Islands Marathon is sponsored by Department of Tourism, Ministry of Health, Environment, Youth, Sports & Culture, Gatorade, Flowers Bottled Water, Digicel, Cayman National, Cayman First, Breezes By the Bay Restaurant, CayCompass.com, Kirk Freeport, 106.1 KISS FM, Grand Cayman Marriott Beach Resort, Dolphin Discovery, Milo, BioFreeze/RVC Rehab Services, Digital de Sign, NCI Services, GNC, Quaker, CUC, Arch Automotive, KPMG, Appleby, Scotiabank, RE/MAX Cayman Islands and The Final Touch.

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