



*Immediate Release*

### **Genting Trailblazer Is Back With A New Challenge!**

**Genting Highlands, 2 August 2010** – The Genting Trailblazer is back! Get ready on **30 & 31 October 2010** to push your physical and mental strength to the limit. This sporting event combines adrenaline rush adventure racing through the popular trail across rugged jungle in the 130 million-year-old rainforest trails **of the scenic Awana Genting Highlands Golf & Country Resort.**

This year's Genting Trailblazer is more than a challenging 14km run through the 130 million-year-old rainforest at 1000 meters altitude. To make the event more exciting, the Genting Trailblazer is offering a challenge similar to the International Cross Country run. Participants will go through a 12km trail, with no partner, no obstacles, just the lush greenery accompanying you throughout the race.

The Genting Trailblazer 2010 **launched today by YB Dato' Dr. James Dawos Mamit, the Deputy Minister of Tourism Malaysia**, also saw YB Dato' Mirza Mohammad Taiyab, the Director General of Tourism Malaysia; Mr A. Supramanian, the Deputy President of Federal Territory Amateur Athletic Association (FTAAA); Mr Andrew Sebastian, Head of Communication of Malaysia Nature Society; Dato' Anthony Yeo, the Senior Vice President of Public Relations & Communications Genting Malaysia Berhad at the event. Sponsors namely Nestle Milo, Brooks, Perskindol, Red Bull, Spritzer, Celebrity Fitness, ING and ADL were also present.

During the launch, Dato' Anthony Yeo said, "Our theme for this year's Genting Trailblazer is 'An eco run in a million-year-old rainforest'. As you may already know, the Genting Trailblazer is perhaps the one and only running event in the world that offers participants an experience to run in a 130 million-year-old rainforest!"

"The eco-friendly theme has been selected because there is a need to develop a green mindset to preserve our natural environment, specifically our precious rainforests. Besides exposing the participants to the environment, the run is a great opportunity to showcase the wonderful bio-diversity and splendour of the world's oldest rainforest surrounding Awana Genting Highlands."

“Resorts World Genting has always given emphasis to environmental conservation. In our commitment to this end, we are very careful not to overdevelop and have so far utilised only 4% of our total 4,400 hectares of land-bank,” he elaborated further.

“Trailblazer is also committed to the environment, echoing the Ministry of Tourism’s call for *1Malaysia Green, 1Malaysia Clean* campaign. The preparation of the event is done in a sustainable manner to ensure that the run will not disturb the surrounding nature. In this endeavour, we have limited only a total of 1,000 participants into the rainforest.”

Genting Trailblazer 2010 is working hand-in-hand with Malaysian Nature Society (MNS) once again this year to further promote the love of nature and to guide participants to a minimal disruption to the environment. The event will also continue to promote ‘Zero Waste’ and to encourage the public from littering and to reuse available resources.

The event is organised by Genting Malaysia Berhad, endorsed and supported by Tourism Malaysia and assisted by FTAAA (Federal Territory Amateur Athletics Association). Genting Trailblazer 2010 is also sponsored by Nestle Milo, Brooks, Perskindol, Red Bull, Spritzer, Celebrity Fitness, ING and ADL.

There are two categories in this event namely the ‘Cross Country’ which will be held on 30 October 2010 and ‘Adventure’ category on 31 October 2010. **Registration for the ‘Cross Country’ and ‘Adventure’ category is now open till 30 September 2010 and can be made online at [www.gentingtrailblazer.com](http://www.gentingtrailblazer.com).**

For those who signed up for the ‘Cross Country’ category, they will race through a 12km track, solo with no obstacles. The package is inclusive of Run and Light Breakfast package. The entry fee is priced at RM108 per person. The ‘Cross Country’ package is also available with room and meals at RM318.

For the ‘Adventure’ category, it’s a two-to-a-team run through a 14km track with obstacles to test their physical, mental and teamwork ability. Those wishing to participate in the ‘Adventure’ category can choose the Run and Light Breakfast package at RM178 per team, while the Run, Room and Meals package is priced at RM418 per team. There are also options to run in the Men, Women, Mixed or Veteran (two of any gender with a combined age not exceeding 90 years) team.

Come rough it out on 30 & 31 October 2010 at Awana Genting Highlands Golf & Country Resort! **For more information on the event or registration, log on to [www.gentingtrailblazer.com](http://www.gentingtrailblazer.com) or email to [trailblazer@genting.com](mailto:trailblazer@genting.com).**

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