

Business Trust Long Run hits the Road Again



Dust off your running shoes. The Business Trust Long Run will be pounding across South Africa once again. This year the run will go from North to South, from Hoedspruit in the Limpopo Province, to Kwa-Mashu in KZN, running through towns such as Bushbuckridge, Hazyview, Dullstroom, Middleburg, Newcastle, Dundee, Greytown, and Howick. The run will start in Hoedspruit on 25th July and finish in Kwa-Mashu (just outside Durban) on 3rd August.

The 2006 Long Run arrives in Hanover

This year's theme is 'Node to Node'. In 2001 the President declared 21 areas of the country Presidential Nodes (both rural and urban). Some 10million of our poorest people live in these Nodes. In 2005 The Business Trust embarked on a detailed economic survey of these areas, as part of its Community Investment Programme. This programme forges partnerships for the development of disadvantaged communities with a special emphasis on the economic development of urban and rural poverty nodes. It aims to demonstrate a business commitment to reconciliation, reconstruction, development and growth in a manner that uses partnerships for poverty reduction in South Africa's poorest areas. The programme is undertaken in partnership with the Department of Provincial and Local Government.



Deputy President Phumzile Mlambo-Ngcuka, Lucas Radebe and Brian Whittaker at the finish of the 2006 Long Run



SAB Miller at the start of the 2006 Long Run in Mont aux Sources



Start of the 2006 Long Run in Mont aux Sources



Anglo American and Anglo Platinum running to Cape Town



Sizwe Nxasana, Francois Pienaar, Graeme Smith, Paul Harris and Derek Carstens in Ficksburg



DaimlerChrysler sponsor the Long Run vehicles



Mkondeni Motors running to Ficksburg



Baby Jake and the Mayor of Wellington



TEP team supported by local children in Victoria West

As part of this programme, the Business Trust has also launched a pilot project. The Maruleng and Bushbuckridge Economic Development Initiative (also known as MABEDI) aims to pilot a market development approach to creating jobs, building capacity and reducing poverty in this rural node with significant needs and some economic development potential.

Those who have participated in previous Long Runs will know that it gets bigger and better every year. This year is no exception, and a new competitive element has been added. Teams will be competing against each other each day in a series of tasks that will be challenging, inspirational, educational but above all fun! These tasks will take us to Business Trust supported projects and allow our partners to meet some of our beneficiaries, and experience first hand the positive contribution they are making to our nation through the Business Trust.

The Long Run gives us the opportunity to thank our partners from government and business for their support, and to celebrate our nation. Sporting greats and celebrities will be joining us once again demonstrating their commitment to building a prosperous nation.

If you would like your company to participate in this year's run, please contact Brenda Kennedy on 011 469 4542 or 083 448 4772.

For further information on past Long Runs click here. Look out for our new Long Run 2007 pages coming soon! For more information on the Business Trust, please see <http://www.btrust.org.za/>

