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Music Run, yuyugyog sa McKinley

Mapantayan hindi man malagpasan ang bilang ng mga runners ang target ng organizers para sa ikalawang season ng The Music Run by Philam Vitality na haharibas sa Disyembre 3 sa McKinley West sa Taguig City.

Sa pakikipagtulungan ng music streaming service Spotify, hindi lamang pagtakbo bagkus ang mg paboritong musika ang magpapagana sa mga kalahok.

Hanggang Nobyembre 25 ang pagpapatala ng lahok.

"This is the second time that Philam Life is partnering with The Music Run™. We want to send a strong message that being healthy can also be fun and engaging," pahayag ni Deputy Head of Philam Vitality Kats Cajucom.

"One of our company's main thrusts is healthy living through our Philam Vitality program, which is the first of its kind in the Philippines. It is a full-scale wellness program where members get rewarded for making healthy choices. Through Philam Vitality, we are taking active steps to positively transform the lives of Filipinos by helping them live longer, healthier, and better lives," aniya.

"While most fun runs originate from the US, The Music Run™ started in Asia and expanded throughout the region before crossing over to Europe and the US in the last two years," sambit naman ni Martin Capstick, Co-founder and Chief Executive Officer of Exceed Sports and Entertainment.

"The reason for its massive success is its winning formula that combines music with the ever-growing fitness craze into the ultimate running and music festival that also puts control of the run's soundtrack in the hands of our Music Runners™," aniya.

Nakapaloob sa limang kilometrong takbuhan ang limang tema nang musika mula sa rock, pop, old school, at hip hop. Gamit ang live SpotifyMusic Voting App on www.themusicrun.com.ph, may kakayahan ang mga kalahok na pumili ng limang awitin sa bawat soundtrack ng zone.

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