



HANOI REDRIVERRUNNERS



November 18, 2014

2014 Song Hong Half Marathon - A Race for Vietnam's Wildlife

On December 7th 2014, runners from Vietnam and a number of other countries around the world will join together in Hanoi and “race for Vietnam’s wildlife” in the **2014 Song Hong Half Marathon**. The annual marathon is expected to attract hundreds of runners of all levels and abilities with proceeds generated from the race going to support Education for Nature Vietnam (ENV), a local organization and leader in efforts to combat the illegal hunting and trade of wildlife in Vietnam.

“This year will not just be about participants having fun and running the 21km, 10km or 5km race,” says Pablo Garcia, Event manager of the 2014 Song Hong Half Marathon. “The 2014 marathon will also contribute to the important cause of protecting wildlife by helping to raise awareness about the threats to Vietnam’s wildlife and encouraging the public not to consume foods or medicines made from wildlife.”

The exciting street running event will take place amongst the safe and tranquil streets of the Ciputra estate and the picturesque shores of West Lake in Hanoi, early in the morning on Sunday 7th December. As in previous years, there are several different distances for runners to choose from, and a kids’ fun run will also be included. Last year’s event attracted a fantastic 357 entries across all categories, and this year both the Red River Runners and ENV hope for even more participants, particularly amongst Hanoi residents.



The goal this year is to increase the number of runners to more than 500 and raise more than 5,000 USD to help protect Vietnam’s Wildlife.

ENV will co-host the marathon to help promote the race amongst the Vietnamese and international communities in Hanoi, and will also provide volunteers the day of the marathon to help guide the runners around the course.

Vietnam is home to many endangered species which are under serious threat as a result of the illegal wildlife trade.



Runners at the 2013 event vie for the top spots

Funds raised by the race will go to support ENV’s essential work in three key areas: reducing demand for wildlife products through innovative public events and media campaigns; engaging the public in reporting wildlife crime and strengthening law enforcement efforts; and advocating improvements in law and policy aimed at strengthening legal protection for wildlife.

If you wish to participate in the 2014 Song Hong half marathon or any of the other distance races, please register online at <https://redriverrunners.dagoba.co/pages/register-for-hong-song-2014-2>. Important race information is updated at <http://redriverrunners.com/song-hong-race/>.

More details about **The Race for Vietnam's Wildlife 2014** can be found at
<http://redriverrunners.com>
<https://www.facebook.com/redriverrunners.hanoi>

The Song Hong Half Marathon gratefully acknowledges Ciputra Hanoi, the Elite Fitness Center, Super Sports, CBRE, UNIS, OHL, Vietnam Mountain Marathon, Salomon, Click Space, DK Engineering, the Family Medical Practice Hospital, Rent a Bike and Viet Climb as sponsors for the event, as well as the Word magazine for assistance in publicizing and promoting the event.

For further information, please contact:

Ms. Van Anh Nguyen

Communication Manager

Education for Nature - Vietnam (ENV)

Address: Block 17T5, Room 1701, Hoang Dao Thuy str., Hanoi

Tel: 04 6281 5424

Mobile: 0905 836 386

Email: vananhnguyen.env@gmail.com

About Song Hong Half Marathon and the Red River Runners

The Song Hong Half Marathon is a non-profit event organized by the Hanoi Red River Runners, a volunteer-led running club. The Red River Runners meet every Saturday Afternoon to run through the fields and suburbs skirting the Red River in Hanoi and every Wednesday Night for Speed Training in the West Lake, and on occasion also host time trial events.

About Education for Nature – Vietnam (ENV)

Education for Nature - Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on the conservation of nature and protection of the environment. ENV's focus on reducing consumer demand for wildlife through awareness raising activities, along with active support for law enforcement through crime reduction campaigns and operation of a free Wildlife Crime Hotline through which the public can report crimes, has already made great strides forward in the battle to protect wildlife. Find more at:

Website: www.envietnam.org

Facebook: www.facebook.com/EducationforNatureVietnam