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## parkrun and Discovery Vitality hits record numbers

parkrun in South Africa has reached world record participation numbers after 1 803 runners took part in the Modderfontein Reserve parkrun this past Saturday as part of World Move for Health Day.

“It is great to see that while many people start staying indoors as the winter months approach, Discovery Vitality and parkrun attracted a record number of participants at the most recent parkrun in Modderfontein Reserve,” says Dr Craig Nossel, Head of Discovery Vitality Wellness. “This was a parkrun world record in terms of how many runners we had taking part in a parkrun. parkrun is a global initiative, so it is impressive that South Africans are part of a global movement and leading the way when it comes to healthier living.”

With more and more research showing the dangers associated with sedentary lifestyles with very little exercise, Discovery Vitality aims to increase access to and awareness of the benefits of regular exercise – ranging from helping to prevent chronic health risks including heart disease and diabetes to positively affecting our mood and sleeping patterns.

Launched in South Africa three years ago, there are currently over 950 000 registered runners worldwide who participate in parkruns around the globe, with venues in the UK, Denmark, Australia, Poland, New Zealand, the US, Russia and Ireland. “Starting in South Africa with just a handful of participants a few years back, I am thrilled to see how parkrun has grown in South Africa with 30 parkrun venues in the country and we are very proud about setting a world record with our number of participants,” says running legend Bruce Fordyce, Country Manager for parkrun South Africa. “We are passionate about getting people to be more active and the world record milestone is testimony to the success of this goal.”

parkrun is just one of the ways that Discovery Vitality is helping to make South Africans healthier, with free, weekly, 5km timed runs that take place at outdoor venues around the country. These events are safe and open to Discovery and non-Discovery members. “Vitality is proud to be associated with parkrun South Africa, and to support them in getting more South Africans to become more physically active and aware of their health as this is something that is core purpose of Discovery Vitality,” says Dr Nossel.

To register, go to <http://www.parkrun.co.za/>, follow the instructions and print out your barcode. If you’re a Vitality member, make sure you link your profile to your Discovery membership when you print your barcode – you’ll earn 500 Vitality points for completing a parkrun event. Children six years and older who are dependents on their parents’ Discovery Vitality membership can also earn points for completing a parkrun.

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### ***Discovery information***

About Discovery Limited

Discovery Limited is a South African-founded financial services organisation that operates in the healthcare, life assurance, short-term insurance, savings and investment products and wellness markets. Founded in 1992 by the current Group Chief Executive Officer Adrian Gore, Discovery was guided by a clear core purpose – to make people healthier and to enhance and protect their lives. Underpinning this core purpose is the belief that through innovation Discovery can be a powerful market disruptor.

The company, with headquarters in Johannesburg, South Africa, has expanded its operations globally and currently serves over seven million clients across South Africa, the United Kingdom, the United States, China and Singapore. Vitality, Discovery’s wellness programme, is the world’s largest scientific, incentive-based wellness solution for individuals and corporates. The global Vitality membership base now exceeds 5.5 million lives in five markets.

Discovery is an authorised financial services provider. It trades on the Johannesburg Securities Exchange under the code “DSY”.

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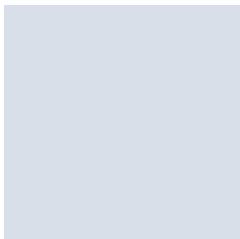
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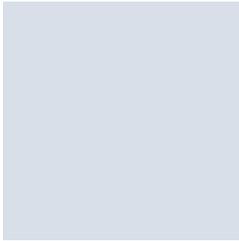
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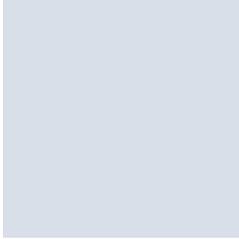
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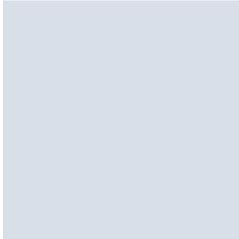
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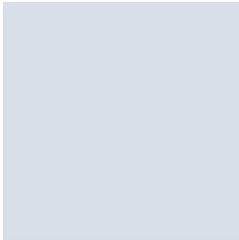
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