



FOR IMMEDIATE RELEASE

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Trukai Fun Run 2024 Launch

The countdown is on for Papua New Guinea's biggest community fundraising event - the Trukai Fun Run (TFR) 2024. The Papua New Guinea Olympic Committee (PNGOC) and long-time partner Trukai Industries today launched the 24th annual event, revealing the commemorative 2024 t-shirt design.

Revealed during the event was a new concept for retailing TFR shirts. There will be Corporate Packages available for purchase. Packed along with TFR t-shirts, the packages will contain free branding and visibility benefits, including advantages such as discount vouchers and advertising spaces by PNGOC esteemed partners, Trukai Industries Ltd., Trophy Haus and The National.

The launch event was highlighted by the unveiling of the 2024 Trukai Fun Run t-shirt design, building excitement for the main event scheduled for June 23rd, 2024. Participants will have the opportunity to join in across 8 locations throughout Papua New Guinea: Port Moresby, Lae, Mt. Hagen, Goroka, Wewak, Tabubil, Lihir and Popondetta coinciding with the event's Theme: *"Our Steps, Their Dreams"*.

The Trukai Fun Run stands as the premier fundraising event for Team PNG, providing crucial financial support by the community and business houses that allows our nation's elite athletes to take part in the world's most prestigious multi-sport competitions: the Olympics, Youth Olympics, Commonwealth Games, Commonwealth Youth Games, Pacific Games, and Pacific Mini-Games – all under the esteemed Team PNG brand.

Emphasizing the importance of the upcoming Trukai Fun Run, Sir John Dawanincura appealed to the broader community, including businesses, the PNGOC, and Team PNG partners, to rally behind the cause by acquiring the event t-shirts. With each shirt retailing at K25, the funds raised will be channelled towards facilitating Team PNG's participation in the prestigious Paris 2024 Olympic Games.

"Our athletes and officials have been working tirelessly to prepare for the Olympic Games. It's our priority to ensure that they have all the necessary resources to assist them on their journey to represent Papua New Guinea in the international sporting arena. Let us support their dreams with every step we take in the Fun Run event", Sir John added.

Trukai Industries' Marketing Manager Maryanne Tom, described the Trukai Fun Run as a fundraiser that will involve the support of all Papua New Guineans.

"The Trukai Fun Run is an event that brings us all together to support Team PNG when they proudly represent our country overseas during global sporting events like the Pacific, Commonwealth and the Olympic Games," said Tom.

She reiterated, "I encourage everyone to get behind this initiative and support Team PNG. This year marks our twenty fourth year of our sponsorship and it is one of our legacy sponsorship as it showcases Trukai Industries' support for sports which can be used as a platform to unite and bring together people from different backgrounds."

Trukai Industries has renewed its sponsorship as the naming rights sponsor of the Fun Run for another four years with the PNG Olympic Committee.

"We are looking forward to working closely with PNG Olympic Committee as we make the Trukai Fun Run another memorable event this year," Tom concluded.

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About the Papua New Guinea Olympic Committee

The Papua New Guinea Olympic Committee (PNGOC) is a non-government, not-for-profit organisation committed to inspire and unite Papua New Guinea through sporting excellence and success. The PNGOC is a believer of sport as an enabler for sustainable and inclusive development. It is our responsibility to select, send and fund Team PNG to the Olympic Games, Commonwealth Games and Pacific Games. This is achieved by working with our member national sports federations and with the support of our sponsors and partners, through fundraising events and with the backing of the Government. To find out more visit our website www.pngolympic.org.pg

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