(Extreme left) Milind Somen at the launch of the run in the city | [illegible]

All Women's Run Pinkathon for the first time in city

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Chennai: The first-ever All Women Run Pinkathon will be held in Chennai on April 13. The run organised to create awareness about women's health and breast cancer has become a regular event in major cities of India since 2012.

Speaking at a press interaction on the run on Friday, actor and fitness enthusiast Milind Somen said that the event was conceptualised as a platform to bring women's wellness to centre stage. "Walking and running are the easiest regular activities one can undertake for well-being and a run can be the first step towards it. But at most marathons in Indian cities, the participation of women are as low as 10-15 percent. This may be because of concerns among women regarding safety. At this run women will have a platform exclusively for them," he said.

Apart from fitness enthusiasts like Gul Panag, the Chennai Pinkathon might even see some of its noted musicians. Rombay Jayachri, one of the brand ambassadors of the event, said that she would be taking running sessions with the Chennai Runners to put on the running shoes. "If I am able to, I will definitely participate after the sessions. I am sure there are several young carnatic musicians who will be enthusiastic about it," she said.

Dr Prithvi Mohandas of MIOT hospital, which is the title sponsor of the event, said that breast cancer survivors should also come out and take part in the run. "The women, who have fought and survived cancer, need to come out and share their confidence with the others. Most people think that they will never get cancer and hence do not go for any screening, while the others feel that cancer is this death knell and hence are scared to take to it. A message by the survivors of cancer will go a long way here," he said.

The multi-category running event for women will feature 21 kilometre, five kilometre and three kilometre categories.

Participants can contact the Chennai Dream Runners and Chennai Runners for training sessions and guidance. Online registrations could be done on the official website for Pinkathon www.pinkathon.in