

Florida Road Businesses Support Supa Mama Savages Challenge 2016

The 2016 Supa Mama Savages 21.1km run/walk Challenge will take place on 14th August with a new route and new supporters adding to the enjoyment of this popular event.

This years' route will include a section of Florida Rd from 7th Ave to Gordon Rd, as well as a water table sponsored by Spiga, one of six Florida Rd businesses who have joined the sponsorship of this event. Butcher Boys; Fish on Florida; Europa; KFC Florida Rd, and The Benjamin Hotel are the other Florida local businesses working towards creating an exciting event.

"Florida Rd is claiming its' public spaces back through the work being done by the UIP, the municipality and local business in general and this has resulted in an increased level of pride and a desire to see more of these types of events on Florida Road," said Mike Holland, owner of Europa and board member of the Florida Rd UIP.

A KZN Athletics sanctioned event, the Supa Mama Savages Challenge, which began in 2008 comprises of a 10km Run/Walk and 21.1km challenge that both begin and end at Morningside Primary School.



The poster features a background image of runners. At the top, the text 'TAKE UP THE CHALLENGE' is written in large, bold, yellow letters. Below this is the Supa Mama logo, which includes a cartoon woman wearing a red hat and a red top with 'SUPA MAMA' written on it. Underneath the logo are two yellow boxes: one with 'DRAWSTRING' and another with 'REFUSE BAGS'. The main title 'SAVAGES' is in large, bold, black letters, with a small graphic of a savagely dressed person. Below the title is '21.1 KM CHALLENGE' and '10 KM RUN/WALK'. The date and time '06:30 SUNDAY 14TH AUGUST 2016' are written in red. At the bottom, it says 'MAKES A DIFFERENCE' and 'R5 OF EVERY ENTRY WILL BE DONATED TO CHOC.' There are two logos at the bottom: a circular logo with a cow's face and the CHOC logo, which stands for Childhood Cancer Foundation South Africa.

Entries can be done online until 8th August with last minute entries open on Saturday 13th at the race pack collection venue. R5 from each entry fee will be donated to CHOC who will be on the road in full force in their cow suits.

More Details On The 2016 Event Below:

[Entry and Event Info](#)

[10km Route](#)

[21.km Route](#)

Issued by the Florida Rd UIP

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