

# **Blackmores organized Blackmores Run More Live More Activity and donated 200,000 Baht to Provincial Red Cross Chapter of Chiang Mai**



Blackmores Thailand organized running activity “Blackmores Run More Live More” bringing around 300 Asia executives and staffs joined with consumers at Royal Park Rajapruek in Chiang Mai with the objective to adhere to naturopathic principles of healthcare among consumers. In addition Blackmores also donated 200,000 Baht to Provincial Red Cross Chapter of Chiang Mai.

Ms. Christine Holgate Chief Executive Officer and Managing Director of Blackmores Ltd, said that it has been over 80 years that the Blackmores continued to adhere to naturopathic principles of healthcare as the determination of the company founder, Mr. Maurice Blackmore, emphasizing the passion for natural health to take healthy food along with regular exercise. In the process, Blackmores become a trusted health brand in Australia, Thailand and around the world. To empower well being, we held Blackmores Run More Live More Activity which involved over 300 Asia executives and staffs joined running with the consumers. The objective of the activity is to encourage awareness and educate consumers for healthy living focus to consumers a more natural approach to health with food and exercise.

Ms. Pussadee Suchitchon Country Manager, Blackmores (Thailand), the company of Blackmores vitamins and dietary supplement from Australia mentioned that there was an Asia executive conference in Chiang Mai, thus, it was a great opportunity to hold the Blackmores Run More Live More bringing Blackmores team to join the activity with our consumers and business partners. It was a

3 Kilometer healthy run at Royal Park Rajapruek in Chiang Mai. In addition, we also contributed 200,000 Baht to donate to Provincial Red Cross Chapter of Chiang Mai. This important organization will use this money to improve the standard of living of the needy. This donation is part of Blackmores ongoing care and respect for the community through our social and charity activities.

At the event “Blackmores Run More Live More” we were honored to have Mr. Supachai Iamsuwan Deputy Governor of Chiang Mai together with Ms. Natrika Thampridanant, the actress join the event for running with the consumers. Ms. Christine Holgate Chief Executive Officer and Managing Director of Blackmores Ltd presided over the ceremony.

Ms. Pussadee said that the 1st – 3rd winner of Blackmores Run More Live More will receive trophy, cash prizes and gift set from Blackmores dietary supplement in value of more than 5,000 baht. Beside, all participates will receive T-shirt and medal from the competition. For more information about Blackmores and healthy tip visit [www.blackmores.co.th](http://www.blackmores.co.th) or [www.facebook.com/BlackmoresThailand](http://www.facebook.com/BlackmoresThailand).