

PRESS RELEASE FOR ILIVESAFE
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TITLE: Road Running 101 with Mapaseka Makhanya and *iLiveSafe*

Labelled as one of the unhealthiest nations in the entire world, South Africans are rapidly becoming more aware of what they put into their bodies and what exercises will give them the maximum benefits. On the back of this, many South Africans are taking up road running as their sport of choice, and eagerly participating in the many road races that the South African race calendar has to offer. But just like any other sport, road running has its hazards.

“Nothing makes me feel more alive than running, especially when running international races or amongst thousands of athletes,” says Mapaseka “Speed-Star” Makhanya, voted South African Sports Woman of the Year in 2013, and brand ambassador of *iLiveSafe*.” But running – although a very social sport – is also a very solitary sport and training for a race often takes place in that space where it’s just you, your running shoes, and the road.”

Of course, running alone comes with its own set of rules and a long list of do’s and don’ts, especially in light of our country’s alarming crime rate and the violent xenophobic attacks that have rocked our country to its core over the last couple of weeks. In addition to this, runners also have to contend with the elements, dangerous and uneven roads, the traffic, and even being chased by the occasional unfriendly canine. It is thus imperative that you have a solid safety game-plan intact whether you go for a quick 5km run, or a longer,

slow run.

“Even though I consider myself a very positive athlete with a positive attitude, I am also a realist,” adds Mapaseka, who just achieved a personal best marathon time in Hannover, Germany, merely days ago. “How many times have we heard of or read about runners being robbed in broad daylight for their possessions like iPods, expensive running gear or a couple of banknotes? And that’s not even talking about runners who get run over and killed by inconsiderate or oblivious motorists.”

In lieu of this, Mapaseka, together with *iLiveSafe*, have put together ten safety tips for runners of all ages and all levels of competency:

1. **Communicate.** Never leave home without sending a sms or leaving a note for someone you’re accountable to. Remember to add the time you left when writing a note.
2. **Identification.** It’s a good idea to run with some sort of identification. *iLiveSafe* members have the benefit of wearing distinct yellow armbands, which is very easy for paramedics to identify and figure out.
3. **Visibility.** Motorists are often distracted by their surroundings and might not see you immediately, so make sure you wear high-visibility clothing as well as reflective gear. Invest in a headlamp or an armband with a flashing light if you plan to run at night.
4. **Run towards the traffic.** This way, it is easier to see oncoming traffic and move out of the way if need be. Motorists will see you more clearly, too.
5. **Move over.** When running on very narrow roads, or in heavy traffic, it’s a good idea to hop onto the pavement or shoulder of the road.

6. **Turn it down.** There is much to be said about the benefits of training while listening to a pumping tune, but the cons outweigh the pros on this one. It is impossible to hear an approaching car or even the warning shouts of those around you, if your music is too loud. Rather turn it down, or take one earpiece out.
7. **Eyes on the hills.** When driving over a crest, motorists might suddenly struggle to see due to the glare of the sun. Be extra mindful of cars when running up a hill.
8. **Know your limits.** If you are still a novice runner, it is not a good idea to attempt a 15km run in your first week, regardless of your good intentions. Run within your limits, know your limits and do what you feel comfortable with to avoid injury or even serious damage to your vital organs.
9. **Timing is everything.** If you decide to go for a run either very early in the morning or very late at night, keep in mind that the drivers who will be on the road at that time, might not be at their most alert. Someone who just worked a 10 hour nightshift is probably not as attentive as someone who is on their way to work after a good night's rest.
10. **Think car.** As much as cars need to be considerate towards runners, runners also need to be considerate towards cars. Mind your manners, acknowledge a car politely if they give way to you and always be courteous. The road doesn't belong to a single group, and is designed to be shared.

Mapaseka also trusts, endorses and recommends *iLiveSafe* for all runners, cyclists and any other athletes. This complete identification, safety and rapid response solution was designed with the complete South African family in mind, regardless of age or what type of sport individuals might enjoy.

“I cannot emphasise or praise the amount of peace of mind that *iLiveSafe* have given me and my family enough,” concludes Mapaseka. “How reassuring is it to know, that within seconds of an injury, *iLiveSafe* could have access to any member’s unique number and they could get his or her entire medical history and medical aid details from the *iLiveSafe* contact centre within a flash. With *iLiveSafe*, you never have to face the road alone again.”

For more information on the *iLiveSafe* range of service offerings, please visit www.ilivesafe.co.za.

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