



The unique Wings for Life World Run returns on global stage to battle spinal cord injury

Run for Those Who Can't at the Boulevard on May 7

The groundbreaking global charity run, Wings for Life World Run will return on May 7, 2017, with official start locations for the fourth consecutive event spanning six continents, including Kuwait where the run will take place at the Boulevard in Salmiya, in partnership with Boulevard Mall. Thousands of runners using the Wings for Life World Run App worldwide will hit the streets simultaneously, raising money to find a cure for spinal cord injury. Everyone can take part as the moving finish line, aka the Catcher Cars, gives chase and records fall.

The Wings for Life World Run was launched in 2014 in order to raise funds for the Wings for Life Spinal Cord Research Foundation, and more than 300,000 people have participated so far. The international event is a milestone of the sportive calendar for runners at every level, from beginners to dedicated runners and competitors in a regular, everyday wheelchair. Registration for the 2017 race is open on www.wingsforlifeworldrun.com.

Pioneering the concept of a synchronized race where participants across the world run simultaneously, the event introduced the exciting element of the Catcher Car format: at each location, a vehicle gives the runners a 30-minute head start, then chases the field at a predetermined pace as a moving finish line. Whether the Catcher Car rolls by them early or late, participants get a kick out of surpassing personal goals, and the last individual man and woman to get caught are declared Global Champions. In Kuwait, the application will replace the actual car, as the speed of runners will be detected via the app and will therefore

give runners the indication when the car catches them.

In this year's edition, held in May, 1,255,000 kilometers were run, and a staggering 6.6 million euros were raised for Wings for Life's single goal.

"The aim is to raise funds for the treatment of spinal cord injury, ultimately to make spinal cord injury curable. One hundred percent of the money raised from the entry fees goes towards this research," says Colin Jackson, an Olympic medalist from the United Kingdom who broke world records in the 110-meter and 60-meter hurdles and is the Sports Director of the Wings for Life World Run. "It's an incredible investment. The scientists working on this say to me that one day, one day, we shall find a cure."

Until that day arrives, the Wings for Life World Run will continue. Every step taken is a step in the right direction - to find a cure for spinal cord injury.

In Kuwait, runners are to join the Wings for Life World Run from regardless of their age and gender, first by downloading the app run and selecting Kuwait as their location. With a strong

belief in its noble cause, Kuwait's Red Bull athletes Mohammed Burbayea (Jet Ski) and Mansour Al-Safran (BMX) and Mohammed Jaffar (Motocross) are enthusiastically participating in the run this year. "I'm extremely proud to be supporting the spinal cord cure researches and I urge everybody to participate in this race and support this noble cause," expressed Mohammed Burbayea.

"It feels just great to be part of supporting this cause for the second year, or to merely be part of curing spinal cord injuries. I truly wish I could do more to those suffering this disability," said Mansour Al-Safran.

"I always look forward to this event to be part of it; my participation is a direct support for those suffering from spinal cord injuries, and particularly those who could be Motocross champions. I pray for their recovery for all spinal cord patients around the world," said Mohammed Jaffar.

It is time to sign up for the 2017 edition of the Wings for Life World Run on www.wingsforlifeworldrun.com.

About Wings for Life Spinal Cord Research Foundation

Worldwide, millions of people are dependent on a wheelchair after having sustained a spinal cord injury, most often as the result of a traffic accident or a fall. Wings for Life is a not-for-profit spinal cord research foundation with a single mission to find a cure for spinal cord injury. Since 2004, Wings for Life has funded life-changing research projects and clinical trials around the globe. While the cure is

still to be found, steady progress has been made. One hundred percent of the Wings for Life World Run entry fees and funds of this global running event will help work toward Wings for Life's ultimate goal. Every step taken at the Wings for Life World Run on an actual running location or via the app is a step in the right direction - www.wingsforlife.com



JOIN THE WORLD IN RUNNING FOR THOSE WHO CAN'T

BE A PART OF IT!

DOWNLOAD THE APP AND JOIN THE RUN

MAY 7, 2017, 2:00 P.M.

BOULEVARD, SALMIYA

100% OF ALL MONEY RAISED GOES TO SPINAL CORD RESEARCH

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