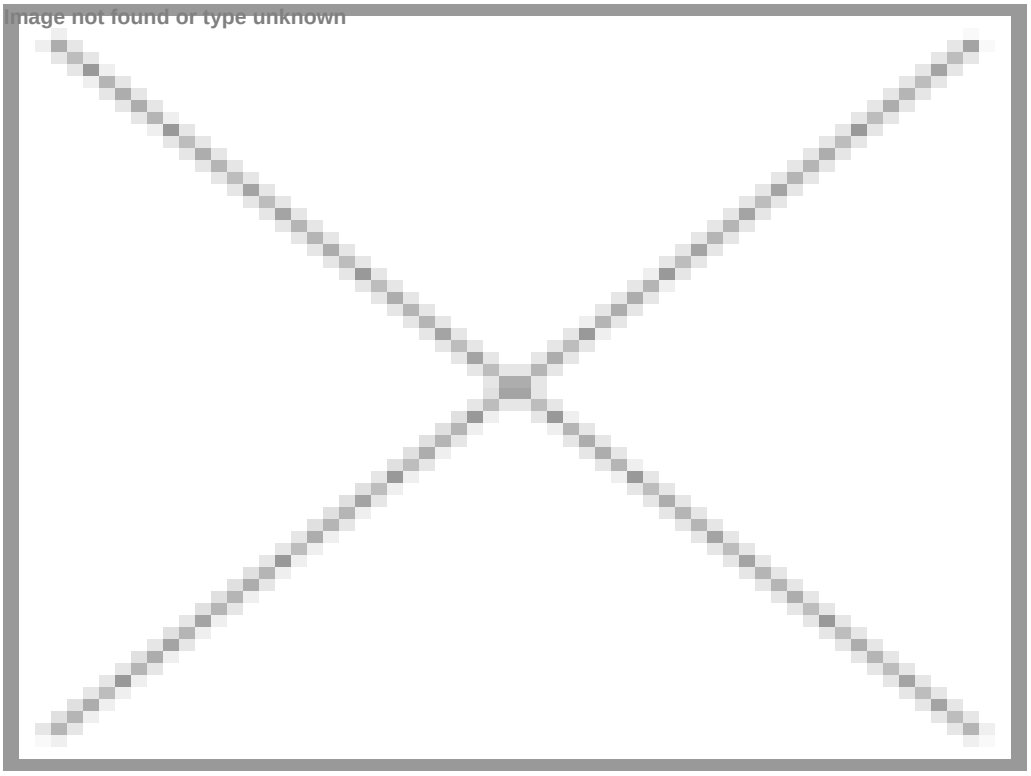
25 APR 2017

UIPM EB MEMBER FOR MARKETING MARTIN DAWE VISITS PESCARA (ITA)

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Right across the world, cities are considering the merits of staging a Laser-Run City Tour event and Martin Dawe, the UIPM Executive Board Member for Marketing, had discussions about the UIPM's new competition concept during a visit to Pescara (ITA).

Mr Dawe travelled to the city for discussions with one of UIPM's operational partners and he also met with the Mayor of Pescara and Director of Sports, Marco Alessandrini, during his visit.

The LRCT is designed to showcase Laser-Run to a global audience and give more and more athletes worldwide an introduction to UIPM Sports, starting them on a road that can end at the Olympic Games.

More than 60 cities and 300,000 are expected to take part in 2017, with UIPM targeting more than 100 participating cities in 2018.