



MEDIA RELEASE

The unsung heroes of the Old Mutual Two Oceans Marathon

IMMEDIATE RELEASE

20 March 2015

Each year, we all wait with bated breath as the first runner comes in and claims the title of Old Mutual Two Oceans Marathon champ. S/he is the sporting hero of the event, but what about those who make the event happen? The unsung heroes of the Old Mutual Two Oceans Marathon...

As Cape Town gears itself for the eagerly awaited Old Mutual Two Oceans Marathon (OMTOM) on 04 April 2015, runners around the world descend on the Mother City for their final days of training before the world's most scenic marathon.

What most people don't realise about the event is the sheer logistics involved to make it all happen. Bradley Lenders is one such man who, along with approximately 300 other Peninsula Beverages (PenBev – local bottler of The Coca-Cola Company products in the Western and Northern Cape) staff is tasked to quench the thirst of over 22 000 participants (Ultra and Half marathons combined).

Lenders comments, "This is one of my favourite times of the year when my family gets together and supports me while I work at the Old Mutual Two Oceans Marathon. It all starts at 21:00 on the Friday night before the race when we load our trucks with refreshments and final plans are put in place for the event." A father of two from Elfindale near Heathfield Cape Town, Lenders has been involved with setting up the refreshment stations for the race for the past 15 years and is in charge of coordinating 14 staff at his station.

"There are 24 refreshment stations in total, and this year I'm at the Powerade station between Constantia Nek and Hout Bay, 42km into the race. We'll arrive at the station at 02:00 and begin setting up at 03:00 to make sure everything is ready before the first runners visit us. My family will then join me for the festivities, encouraging the runners along the way. We have our gig rig at our station so we play music, and just create a fun atmosphere for everyone."

When asked what his favourite part of the race is, Lenders lights up, “I just love the vibe, everyone is in great spirits and having our families there makes it even better.”

For PenBev, the logistics side of the race begins in February. From there, they send out 80 trucks carrying 44 000 litres of Coke, 200 000 sachets of Powerade, 840 000 sachets of water and 7 to 8 tonnes of ice!

“We’ve been working hard since the beginning of February, finalising all the details to make sure everything ‘runs’ smoothly. From Thursday 02 April, we hit the ground running, but it’s an exciting time for us, very vibey,” concludes Lenders.

For more information about PenBev contact 021-936-5500 or visit www.penbev.co.za. Join PenBev’s Facebook page at <https://www.facebook.com/PenBev>

###

Released by Reputation Matters
Media contact:
Lisa Sharland
Mobile: 076 373 4602
lisa@reputationmatters.co.za