



Media Release
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Paradise Beverages signs up for Fiji's biggest charity run

Fiji's leading beverage company Paradise Beverages has signed up as the major sponsor of the Global InterHash 2018 Red Dress Charity run, to take place in Nadi from 24 to 27 May.

It is the first time Fiji has won the right to host this global biennial event, now in its twenty-first year, beating off stiff competition from Malaysia and Indonesia. The Fiji InterHash 2018 event is being run by local chapter, The Nadi Hash, and it's expected to attract several thousand running enthusiasts from all corners of the world.

The official signing will take place at 3.30pm today at the Lautoka Club in Fiji, and will be attended by Nadi Hash Chairman Dr Ram Raju and Mike Spencer, General Manager of Paradise Beverages.

Speaking on behalf of Paradise Beverages, the company's Head of Marketing and New Product Development Rowena Taito said, "As the power behind Fiji's favourite beverages, we're very proud of our local heritage and passionate about making a positive contribution to our community.

"For us, InterHash is a perfect combination of our passion for sociability and wellbeing and our commitment to making a difference to our local community. All the money raised from the 2018 event will go towards upgrading facilities at the Nadi Hospital."

The partnership will see Paradise Beverages provide around FJ\$25,000 of event sponsorship for the Red Dress Charity Run, which takes place on Thursday 24 May at the Lautoka Club.

Nadi Hash is supported by the Fijian Government, the Ministry of Industry and Trade and Tourism Fiji.

"We're thrilled to be involved and our General Manager Mike Spencer has already registered for the race. I'm sure a few of our 350-plus Fiji-based employees will be lacing up to join him!" she finished.

The World InterHash has taken place every even-numbered year since 1978. The event is the peak event for international running club Hash House Harriers, an international group of non-competitive running social clubs, from around the world to meet, run and socialise. An event organized by a club is known as a hash, with participants calling themselves hashers. The world's first InterHash took place in Hong Kong in 1978 with an attendance of over 800 hashers. The last InterHash was in Bali in 2016 and it attracted over 5,500 hashers.

Nadi Hash House Harriers (NHHH) has been actively bidding for the InterHash to be hosted in Fiji for the past decade, with the campaign led by Dr Ram Raju, the grandmaster of NHHH. The country's appointment was announced at the Bali InterHash event in 2016, with the country's Minister of Industry, Trade and Tourism, Hon Faiyaz Koya present to bolster our bid.

Nadi was chosen as the event hub for its capacity to accommodate the large influx of international visitors the event attracts. And as the west has the ideal climate to assist in the runs, and it is anticipated that 2,000 hashers will come to Fiji from more than 100 different countries.

Event breakdown:

Thursday 24 May 2018 - Red Dress Run. Venue: Lautoka Club.

Friday 25 May 2018 - Registration and Social. Venue: Prince Charles Park.

Saturday 26 May 2018 AM - runs. Venue: 10 sun Sites in Nadi, Lautoka and Sigatoka area.

Saturday 26 May 2018 PM - social. Venue: Prince Charles Park.

Sunday 27 May 2018 AM - runs. Venue: 10 run sites in Nadi, Lautoka and Sigatoka area.

Sunday 27 May 2018 PM - social. Venue: Prince Charles Park.

The hashers pay a registration fee which includes lunch and dinner, water, beer, transportation to the 10 run sites and to the main venue, Prince Charles Park.

About Paradise Beverages

A leading local manufacturer and among the Pacific region's largest local employers, Paradise Beverages employs around 500 staff across Fiji and Samoa across four sites, including the Vailima Brewery in Apia (Samoa), Fiji Bitter Brewery in Suva (Fiji) and Rum Co of Fiji Distillery (Lautoka, Fiji). Its range includes local favourites Fiji Bitter, Fiji Gold (Fiji's number one selling beer), Vonu Pure Lager and Fiji Premium, Fiji's much-loved Bounty Rum and the multi-award winning Ratu and Bati rum ranges, all from Rum Co of Fiji. Paradise Beverages was purchased by Coca-Cola Amatil in 2012 and has since undergone a FJD 44 million capital investment and capability program to modernise its facilities and underline its position as a significant long-term contributor to the local community and economy.

For further information please contact Rowena Taito, Head of Marketing and New Product Development on Rowena.Taito@paradisebeverages.com.fj

About InterHash and the Hash Hound Harriers

The Hash House Harriers (HHH or H3) is an international group of non-competitive running social clubs. An event organized by a club is known as a hash, hash run or simply hashing, with participants calling themselves hashers or hares and hounds. Hashing originated in December 1938 in Malaysia, when a group of British colonial officers and expatriates began meeting on Monday evenings to run, to rid themselves of the excesses of the previous weekend. The HHH group was formally constituted in 1950 with the objectives: To promote physical fitness among its members; To get rid of weekend hangovers; To acquire a good thirst and to satisfy it in beer; To persuade the older members that they are not as old as they feel.

At present, there are almost two thousand chapters in all parts of the world. Most hashing clubs gather on a weekly or monthly basis, though some events occur sporadically. At a hash, one or more members ("hares") lay a trail, which is then followed by the remainder of

the group (the "pack" or "hounds"). Sawdust, flour or chalk are usually used to mark the trail. The trail periodically ends at a "check" and the pack must find where it begins again; often the trail includes false trails, short cuts, dead ends, back checks, and splits. These features are designed to keep the pack together despite differences in fitness level or running speed, as front-runners are forced to slow down to find the "true" trail, allowing stragglers to catch up. The social element of an event is as important, if not more so, than any athleticism involved. The end of a trail is an opportunity to socialise, have a drink and observe any traditions of the individual chapter. When the hash officially ends, many members may continue socialising at an "on-after", "on-down", "on-on-on", "apres", or "hash bash", an event held at a nearby house, pub, or restaurant. The Red Dress Run is another part of the Hash House Harriers' heritage, held to raise funds for local charities. Since it originated back in the late 1980s, it has raised millions of dollars for charity. The New Orleans Hash House Harriers attracted 7,000 participants to the 2010 Red Dress Run, raising more than \$200,000 for 50 local charities.