

Monday, 16 February 2015



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Anthem Attack: A Wake-Up Call for CISOs



UNIQUE RAAHGIRI SESSION, SUPPORTED BY FITNESS PARTNER INDIA

NewsPatrolling February 1, 2015 in Health, India

Engaged 'Persons with Disabilities' at a special session this Sunday



New Delhi, February 1st, 2015: With the winter spell calming down, Delhiites came out in full enthusiasm to participate in the 1st Raahgiri session of 2015 this Sunday. The event was truly memorable, and a Raahgiri experience like no other, as the session was dedicated towards 'Persons with Disabilities'. Reebok India left no stone unturned in wholeheartedly supporting this unique initiative, as the official fitness partner of this unique community fitness initiative.

Organized by the Ministry of Social Justice and Empowerment, Government of India and the New Delhi Municipal Corporation, with the support of Delhi Police, the Raahgiri session received support from hundreds of fitness enthusiasts across Delhi NCR. Reinforcing its commitment to fitness and strong 'Fit for Life' philosophy, Reebok trainers were seen engaging participants in several fun and exciting fitness activities such as Dance, Yoga, Aerobics and Functional Training, especially designed for the differently abled. Joining Reebok Master Trainer Kompal Gaur at the Reebok Fitness Avenue was special guest trainer Preeti Monga - India's only blind aerobics instructor, for an energetic and pulsating aerobics session. Furthermore, Reebok teamed up with members of NGOs such as Muskaan and Pandava Education Trust to impart sessions on 'Para Yoga' for specially abled children.

Commenting on the special session and his experience at the event, **Somdeb Basu, Brand Director, Reebok India** said, "Our partnership with Raahgiri goes back to its inception in 2013, and we are extremely glad to support this great cause initiated by them, through the Reebok Fitness Avenue. Not only was this a great way for us to engage with so many new people - be it participants or partners, but it was also the perfect platform for us to drive home our 'Fitness for All' philosophy. Our uniquely designed activities and personalized fitness modules for the specially abled ended on a high spirit as participants came in large numbers to enjoy this fun-filled session. We definitely look forward to more such opportunities in the future."

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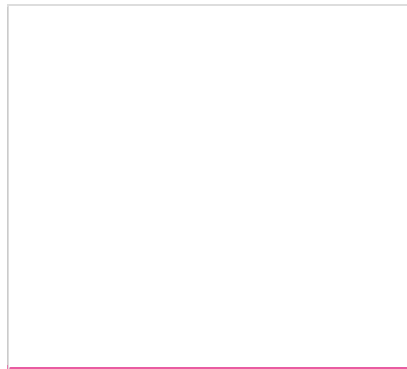


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Dancing on power-packed music, Reebok trainers also teamed up with the Manovikas Charitable Society to train children with Autism and Intellectual disabilities to stay fit through the uplifting and energetic medium of dance. Moreover, Reebok trainers also undertook some training themselves, to be able to impact fitness training in the most effective manner with specially abled participants at Raahgiri.

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