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Oman Air Contributes In Sponsoring Muscat's annual Marathon 2007

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Oman Air recently sponsored Muscat's annual Marathon, which was organized by the Omani Athletics Association on February 2, 2007 and coincided with the conclusion of Muscat Festival 2007. A number of prominent international athletes attended the event.



Oman Air's Commercial Division stated that Oman Air's sponsorship towards this event comes in the wake of the Associations' tireless efforts in persuading the private sector to contribute to this kind of sport that demonstrates great significance. Such sporting events contribute largely in improving the health of those who participated besides creating general awareness on the issue of health and establishing friendship among participants and spectators alike. Furthermore, this gesture by the National Carrier upholds its ongoing commitment to contribute to sports and athletes in the Sultanate.

They also added that the airline intends to continue contributing to such sponsorships as commitment to Community Service stands in the forefront of its national obligation. It stated that, sport is an influential incentive to achieve further creativity and distinction, regardless who the winner or loser, whether the victory has been achieved through record figures in a marathon or a goal in a football match. Oman Air believes that sports play a unique role in uniting people of diverse ages, race or ethnicity. Moreover, through our continued support of local events, we continue to strengthen national reputation by supporting distinguished initiatives aiming towards upgrading them on the regional and international map.

It should be noted that The name "marathon" comes from the legend of Greek soldier who, according to legend, was sent in 490 BC from the town of Greece" Marathon Athens to announce that the Persians had been miraculously defeated in the Battle of Marathon. It is said that he ran the entire distance without stopping, but moments after proclaiming his message to the city, he collapsed dead from exhaustion. The idea of organizing the race came from Michel Bréal, who wanted to put the

event on the program of the first modern Olympic Games in 1896 in Athens. This idea was heavily supported by Pierre de Coubertin, the founder of the modern Olympics, as well as the Greeks. The Greeks staged a selection race for the Olympic marathon, and this first marathon was won by Charilaos Vasilakos in 3 hours and 18 minutes.

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