

# INERTIA

## **Inertia Sponsors the First Aswan Marathon Organized by TriFactory and the Magdy Yacoub Heart Foundation**

**Cairo, Egypt, January 31, 2017** – The TriFactory, in collaboration with Magdi Yacoub Heart Foundation, is incredibly proud to announce the first ever Aswan Marathon, taking place on February 24<sup>th</sup>, 2017. The running event, dubbed 'Aswan42' in homage to the iconic marathon distance (42km), will provide participants with a unique run course: all along the banks of the River Nile. Runners can choose from the full marathon, half-marathon (21km), and the 10K race distances, while children 10 and under will be able to take on a 2K Kids Run.

Dr Magdi Yacoub is expected to attend the marathon himself, and he has taken a significant interest in the event, as running races are famous for their association with cardiovascular health. A significant portion of all race proceeds will be donated to the Aswan Heart Center, where Dr Magdi Yacoub and his team of physicians treat children suffering from heart conditions. Furthermore, Aswan42 will be an opportunity to showcase the beautiful city of Aswan to the world, with runners from more than a dozen nationalities already signed up.

Aswan42 is powered by Inertia, a prominent real estate company that provides high quality, modern commercial and residential properties across Egypt. "We are extremely proud to be playing a role in the community, as we support a healthy and active lifestyle," said Engineer Ahmed El Adawy, CEO of Inertia. "The communities that we are creating foster these values, and accordingly we partner with successful entities and causes who add value to the society."

How can you sign up? Simply head to [www.thetrifactory.com](http://www.thetrifactory.com) and join us as we Run The River Nile!

### **About The TriFactory:**

The TriFactory LLC is an Egyptian sports management company specialising in triathlon, endurance sports, and mass participation events. It provides administration, management, and the expertise to train athletes, organize events, and the capability to facilitate sports travel for clients.

### **About MYF:**

Magdi Yacoub Heart Foundation (MYF) is a non-profit, non-governmental organisation providing world-class medical treatment for cardiovascular diseases. MYF's is completely free and serves underprivileged patients both locally and throughout the region.

Since its establishment, MYF has been committed to building and maintaining a state-of-the-art medical facility in Aswan, focused on serving patients suffering from heart disease. This medical facility would be a center of excellence and would eventually have a positive spillover effect on the neighbouring community and surrounding region.

### **About Inertia:**

As a premium homebuilding company, Inertia wants owners to have absolute confidence when buying a new home from the company. That is why community stands at the heart of Inertia. Inertia challenges conventional lifestyles and provides a higher standard of living to people who join the Inertia "family". Inertia aspires to create flawlessly designed developments that show commitment to innovation and quality, allowing residents to feel at home from day one. By consciously selecting exceptional locations across Egypt, Inertia delivers a lifestyle to its residents that suits them perfectly, putting their interests and needs first.

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