

'Be the Bridge' to affordable medical care

Shrimad Rajchandra Love and Care at the Tata Mumbai Marathon 2018

Immediate Release

Press Release

Participating for the 8th year at the Mumbai Marathon, the morning of 21st January 2018 volunteers of the NGO Shrimad Rajchandra Love and Care (SRLC) earnestly marched for the cause of constructing Shrimad Rajchandra Hospital – a new 250-bed multi-speciality charity hospital for the less privileged in South Gujarat.

Under Shrimad Rajchandra Love and Care's Health Care Programme, along with the existing Shrimad Rajchandra Hospital which has been aiding the people since the past 13 years, the new 250-bed hospital will make difference to millions of lives in the tribal areas of Southern Gujarat which ranks amongst the poorest in the state. The hospital strives to equip these people with superior quality medical care at heavily subsidized rates or absolutely free-of-charge.

This year, SRLC ran with a costume set-up comprising a bridge – communicating their theme – **Be the bridge of Love and Care**'. SRLC conveyed its efforts to 'bridge the gap' by providing medical care to the poor tribal population of South Gujarat, via the construction of the aforementioned hospital. The front of the bridge depicted the theme 'You can be the Bridge, With your Love and Care' while the 10-Cares of SRLC's programme conveyed various messages along the bridge, such as, 'From Malnutrition To Good Health - You can be the Bridge', under Health Care and 'From Neglect To Nurture - You can be the Bridge', under Child Care, and so on. The entourage carried banners of SRLC's unique 10 fold social programme, passionately chanting slogans along the 6 km Dream Run – spreading awareness on social welfare.

The SRLC Motivational Zone was indeed a sought-after place along the stretch of the Dream Run, where an eager audience applauded some pulsating performances by young fundraisers and a unique musical act by tribal children!

Performance of SRLC at Mumbai Marathon 2018 at a glance

- Funds Raised Over 2.75 Crores
- Total number of SRLC Supporters at the Mumbai Marathon: Over 1000
- Change Runners (Raised over Rs.1.5 lacs each) : 43
- Young Leaders (Below 21 years & have raised over Rs. 50,000) : 32
- SRLC Participants for Full Marathon: 3

- SRLC Participants for Half Marathon: 208
- SRLC Participants for 10 Km Run: 40
- Dream Runners: Over 800
- Corporate Supporters: 27 Corporate Teams
- Change Leaders (Committed to raise minimum Rs. 10,00,000) : 4
- Change Investors (Committed to raise minimum Rs. 5,00,000) : 5
- Young Leaders (Fundraisers below 21 years & have raised over Rs. 50,000): 32

SRLC - an NGO surpassing all milestones of success at the Mumbai Marathon

- SRLC has raised a staggering Rs. 12.74 crores at the Mumbai Marathon for various charitable causes across the course of 7 years.
- Ever since its initial participation in 2011, SRLC has bagged the title for highest fundraising NGO at the Mumbai Marathon for 7 consecutive years
- 6 past editions of the Mumbai Marathon have witnessed SRLC presented with other accolades for: NGO with largest corporate support, NGO with Highest Number of Fundraisers, and Youngest Dream Champion – truly this is an organisation that has surpassed all milestones of success.

Clearly, SRLC remains an integral part of the Mumbai Marathon – bringing a striking costume theme to the arena every year and winning the Best Run-In Costume Award for 8 consecutive years in the past, sensitising the city with its profound and inspiring message. As was seen on the race day, SRLC is also one of the NGOs with mammoth support by youth and corporate volunteers - And their support attests to the trust that members of society place in SRLC, an NGO that ceaselessly executes and realises its vision.

Over the last years, myriad young fundraisers too have joined the SRLC entourage and are participating in the outreach, with conviction in their goals, and a wish to make a difference in someone's life through their efforts. The young fundraisers will have collectively raised over Rs. 2 crores since the 2013 edition of the Mumbai Marathon.

Truly, SRLC is making a colossal difference with its activities worldwide.

SRLC has touched over 2.3 million lives, across 50 cities worldwide, through a holistic portfolio of over 50 charitable initiatives.

For further information please visit: www.srloveandcare.org

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