

# Jumeirah Emirates Towers takes charity to new heights



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The Big Apple at Jumeirah Emirates Towers has announced it will organise the sixth annual Vertical Marathon in association with Médecins Sans Frontières and the Red Crescent Society.

All 1334 stairs of the iconic [Jumeirah Emirates Towers](#) will spring into action on May 29th as participants take part in this novel charity marathon. The event is being organised by The Big Apple gym in the Boulevard at Jumeirah Emirates Towers to benefit Médecins Sans Frontières (MSF) with the support of the Red Crescent Society.

Enthusiastic runners will epitomise the term 'early risers'; kicking off at 8.00 am they will ascend the 52 floors and 265 metres of the Office Tower of Jumeirah Emirates Towers which stands at 350 metres tall. Whilst raising their heartbeats and spirits they will also be raising resources and awareness for charity.

Upon completion participants can relax and enjoy a buffet created by the award-winning chefs of Jumeirah Emirates Towers, in appreciation of their charitable athleticism

For the safety and comfort of all participants, the marathon will commence at 30 second intervals for individuals and one minute for group entries. Men, women and children of all fitness levels are encouraged to enter what promises to be a fun and energetic community event to support good health and good will.

In years gone by, the event has raised a cumulative total of AED 531,408.20 for the Nobel Prize winning humanitarian organisation MSF which provides emergency medical care around the world.

Yannis Anagnostakis, General Manager of Jumeirah Emirates Towers, commented: "It is the sixth time that Jumeirah Emirates Towers are supporting this charitable event together with MSF and we are delighted to be a part of this humanitarian cause. For The Big Apple, ensuring the health and wellbeing of our members is paramount all year round, the Vertical Marathon provides the perfect opportunity for individuals to take on a personal initiative that will benefit their personal health, and support that of the worldwide community in what is a fun and inspiring event".

Kourtne Schaefer, Events and Partnership Coordinator, MSF shared the enthusiasm: "We are honoured that the community has been charitable and enthusiastic in their support of what is now the Vertical Marathon 2009 with Jumeirah Emirates Towers. The significance of this event is that it is not only fun and exciting to participate in; it also serves as a platform in which we can raise funds and awareness about the medical assistance MSF offers to populations. Once again we thank the support of those who have come out in the past, and look forward to seeing familiar and new faces at the 2009 Vertical Marathon".

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Jumeirah Hotels & Resorts are regarded as among the most luxurious and innovative in the world and have won numerous international travel and [tourism awards](#). The Dubai-based luxury international hotel management group encompasses the world renowned Burj Al Arab, the world's most luxurious hotel and recognised as the symbol of Dubai, the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Bab Al Shams Desert Resort & Spa in Dubai, the Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and the Jumeirah Essex House in New York.

The Jumeirah Group portfolio also includes Jumeirah Living, Talise, The Taste Department, Wild Wadi water park, The Emirates Academy of Hospitality Management and [Jumeirah Retail](#).

Building on this success, Jumeirah Group became a member of [Dubai Holding](#) in 2004, a collection of leading Dubai based businesses and projects, initiating a new phase of growth and development for the group.

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