

**For Immediate Release**

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## **KING AND QUEEN OF THE HILL CROWNED IN 2010 CRUISE TO RUN**

**Road Town, Tortola, January 26** – Just over 170 runners took part in the annual Cruise to Run road race this morning that commenced at the Cruise Ship Pier in Road Town, and ending atop Fort Charlotte. At the end of the event, local runner Andrew “Tube” Thompson was declared King of the Hill and Bonnie Grundman, Queen of the Hill, finishing ahead of the pack.

Along with a few local runners, tourists aboard the Caribbean Princess undertook the early morning four-mile climb. The race is dedicated in memory of baby Giselle Ghiorse whose father, Chris has helped to plan the logistics of the run since its first port of call in 2008. All proceeds raised from the race will be donated to the Ronald McDonald House for Children in Giselle’s honour.

The event is organised by Canadian race directors Jerry and Jody Friesen. The Caribbean Princess specialty cruise gives athletes the opportunity to have a vacation in the Caribbean combined with the ability to participate in various sporting activities. Other ports included in the cruise include; San Juan, Puerto Rico, Barbados, St. Lucia, Antigua, and St. Thomas.

Product Manager for the British Virgin Islands Tourist Board, Natasha Chalwell said Cruise to Run helps the Territory to be showcased to a particular niche market. “This event is a combination of a lot of things to the travelling athlete. They get a chance to see a piece of paradise but the actual run is a fairly challenging course, which they also appreciate. For this year’s event we had runners from Canada as well as 33 states in the continental United States, so this is always a big opportunity for us to show another specialty group that the Territory can be just as appealing to their athletic needs.”



Race organiser Jerry Friesen said they have always enjoyed the challenge of running on the Territory's terrain and they are excited to keep coming back to the BVI. "We have already planned for next year's race which will be held on Tuesday, January 25, 2011 on Tortola. We anticipate that we will have more runners as well. Due to the financial situation across the world some persons could not make it, but already next year looks very promising."

Cruise to Run organisers worked closely with the BVI Tourist Board and the BVI Roadrunners in preparations for the race. The run was made possible thanks to coordinators and supporters such as, Chris Ghiorse, Kay Reedy and the BVI Runners Club, Bamboushay, BVI Red Cross, Royal Virgin Islands Police Force Traffic Department and the Romasco Group.

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**Note to Editors:**

**Caption for attached photograph: Cruise to Run** - Just over 170 runners took part in the annual Cruise to Run road race on January 26. The race too tourists aboard the Caribbean Princess and local runners on a strenuous four-mile climb from the Cruise Ship Pier in Road Town, to the top of Fort Charlotte. (photo courtesy of BVITB/ M. Lettsome)