THE eagerly anticipated 100-kilometer long walkathon from Teknaf beach point to Cox's Bazar Laboni point along the world's longest unbroken sea beach took place from March 23 to 26. During the first three days (March 23 to 25) around 500 participants including 30 women from various schools, colleges and universities from 58 districts assembled here to conquer the longest sea beach of the world and conduct activities together to enhance their knowledge, abilities and sports skills. The fourth day (March 26) of the event was a fun 10 kilometer walk including cricket, beach volleyball, kabaddi and a cultural show enjoyed by thousands of tourists and visitors.



Challenges of the longest beach

Muazzem Hossain Shakil

The title of the 100-kilometer long walkathon was 'Challenge of the longest beach'. Based on the key idea, mainly to raise awareness about the necessity of physical exercise amongst the youth while at the same time highlighting the attractions of Cox's Bazar - to the world.

Advisor for Youth and Sports Tapan Chowdhury inaugurated the walkathon titled 'Grameen phone Activate Bangladesh - Longest Beach Challenge 2007' at the border town of Teknaf on the morning of March 23. Among others, Deputy Commissioner (DC) of Cox's Bazar Mohammed Aminul Islam, Superintendent of Police (SP) of Cox's Bazar Banaj Komar Majumdar, Chairman of Activate Bangladesh Maj Gen (Retd) Mohammed Anwar Hossain Bir Protik, Chief Coordinator of Challenge of the Longest Beach Dr. Anupam Hossain, Vice Chairman of Challenge of the Longest Beach Tim Steel, Head of the marketing of Grameen Phone Robabadawla Matin, Managing Director of MAA (Mattra, Asiatic & Ardent) Consortium Sanaul Arefeen, Chairman of MAA

See page 19





