

Run for your life, and Save the Children

BDRUNNERS, a running community based in Dhaka, and Reckitt Benckiser (RB) Bangladesh jointly organised a 5-km charity run on the morning of Friday, December 2.

The event titled – “RunFriday 2: Save the Children Challenge” – started at 7:30 am in the city's Purbachol Balu Bridge area where nearly 200 running enthusiasts participated.

RB will donate £15 (15 pounds) for every kilometre covered by the runners to Save the Children.

The program also included a 5-day Endomondo running challenge for the same cause that started on November 28, 2016. A total of 146 runners from across the country participated in this challenge using the

Endomondo app, a workout activity tracking application of smartphones. RB will similarly donate for the total distance of nearly 2,000 km covered on foot by the participants under this challenge.

The top three runners of the event were presented medals while achievement certificates were awarded to all participants.

RB, an MNC, will hand over the total donation to Save the Children, a global organisation fighting to eradicate child death and promoting healthy living among children and their families.

RunFriday is a monthly event of BDRUNNERS where running enthusiasts get together to run, socialise and promote running as an element of a healthy way of life.

also has attires for children.

Avail their offer, which will run throughout December, at their showrooms in Mirpur, Hussain Plaza (Dhanmondi) and Jamuna Future Park.

Khadi Festival 2016: bigger and better than ever before

The Fashion Designers Council Bangladesh hosted a press conference on the 1 December, 2016 at Bay Galleria, Radius Centre, announcing the dates for the Khadi Festival '16: The Future Fabric Show.

“This year on 9 and 10 December at Radisson Blu Dhaka, everyone will get to witness a fantastic event, celebrating the heirloom of Bengal – The Khadi,” said Maheen Khan, the president of the FDCB council.

At the press conference, she also mentioned that based on the previous year's tremendous response from the Khadi Festival, the FDCB had planned to carry out an exhibition on the successive days - 12 and 13 of December, at Gardenia Grand Hall, Gulshan 2, showcasing all the products from the Festival, at one place.

FDCB also announced the latter event would be free for all, allowing the visitors to directly meet with the artisans and the eminent designers who had taken part at the festival. Visitors at the exhibition would be able to make spot purchases and confer orders, based on preference. Present at the press conference were many distinguished designers, who looked fairly optimistic about the upcoming event and their involvement.

“This year, I am more excited because of the fantastic themes we were provided. Not every day does a designer get to work with cultural heritage sites of Bangladesh,” said Shahrukh Amin. Designer Riffat Reza Raka added, “I am feeling incredibly humbled, to be able to showcase my line of work, amongst so many talented designers from all over the world”.

The Khadi Festival 2016: The Future Fabric Show is supported by Tresemme, Bengal Group, Green Delta, The City Bank, Square, Kazi Tea, Green Delta, Pizza Hut, Sailor and BMW through shared vision with the FDCB.

-LS Desk

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