



ZAMBIA INTER-COMPANY RELAY
10KM POWER RACE BY BATA

Zambia

Bata

About ICR

- The Inter Company Relay (ICR) event is an annual event since its inception in 1998 by the Zambia Amateur Athletics Association (ZAAA) and has since grown into the most exciting sports event of the nation widely appreciated by public & private sector and it is highly endorsed by the government of Zambia;
- Its objective is to promote health and wellness through sports as well raise funds for sports development in the country;
- Main events highlights include: *10KM Power Race by Bata*, 21 KM Half Marathon Race, CEO's Race, 10KM Inter-Company Relay plus many complimentary services i.e. free medical checks by qualified medical personnel & etc;
- This year venue was at the country's largest stadium (National Hero's Stadium) in order to accommodate the growing number of participants with the *President of Zambia as Guest of Honour* for the first time who is also an avid runner and he participated in the *10KM Power Race*.

Event Programme & Sponsors

MLife
MADISON LIFE ASSURANCE COMPANY ZAMBIA LTD
A MEMBER OF THE MADISON ASSOCIATION OF ZAMBIA

MADISON Life

21st Inter-Company Relay Program of Event

June 22, 2019
National Heroes Stadium, Lusaka - Zambia

Sponsors

- MLife
- ZESCO
- Bata
- TopStar
- ZIB
- General Insurance
- AVIC INTL
- ACOZ
- China Jiangsu International

BATA SHOE COMPANY

10KM POWER RACE / FOOT WEAR/POWER SPONSOR

Zambia Bata Shoe Company- Official Footwear Sponsor, 10Km Power Race

Zambia Bata Shoe Company plc manufactures and markets a wide range of smart and casual footwear and other leather and plastic products for the fashion sector in Zambia. Products in its accessories range include handbags and belts.

The footwear company operates in three markets: retail, wholesale and export. The company has a national footprint with 50 modern stores located in the major towns and cities of Zambia.

In addition to its own Bata brand, the company is an agent for popular shoe brands such as Marie Claire, Mikuba, Toughies, Power, Tommy Takkas, Nurch Star and Bubble Summers. Zambia Bata Shoe Company was established in 1957 and is a subsidiary of Bafin (Nederland) BV.

Zambia Bata Shoe Company Plc, formerly Bata Shoe Company, has been ICR's all-weather friend from inception.

The Company has been the official footwear sponsor for the 10Km Power Race at the ICR event.

POWER
Introducing **mello**

With **AIR-LOCK CUSHION SOLES**

Softness That Makes you Happy
Coming soon exclusively at selected **Bata** stores

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Zambia

Bata

National Hero's Stadium Lusaka



Zambia

Bata

Arts & Cultural entertainment



Zambia

Botswana

10KM Power Race

Power Race Begins



Power Race Winners



Zambia

Bata

President shares light moments at Power Kiosk



Zambia

Botswana

Team Power parade



Power Team Pause with Winners



Power Team Pause with Headline Sponsor



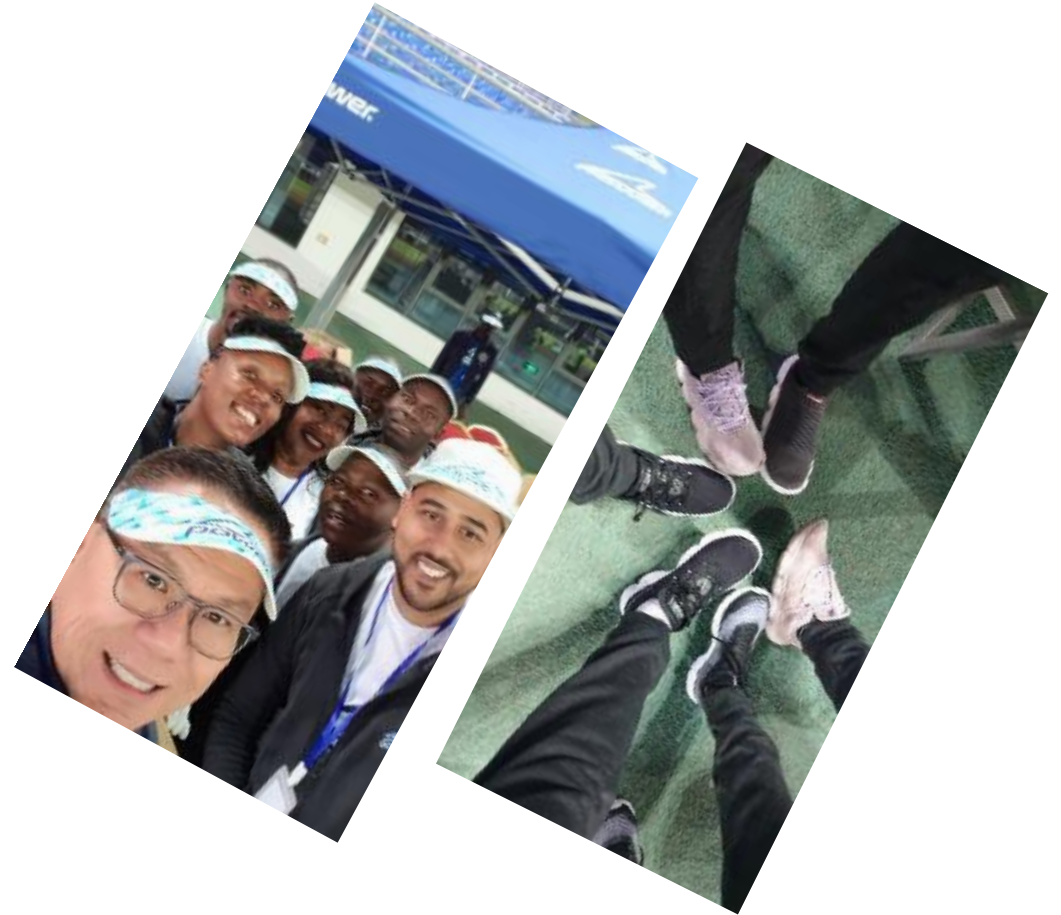
Team Power



Power Team 10KM Relay Runners



Team Power



END

Zambia

Botto