



PLATCORP
FOUNDATION



ULTRAMARATHON

MAASAI MARA

50 KM RUN

2022

RACE INFORMATION



What is the UltraMARathon?

Started in 2020, the UltraMARathon is a 50km single-day foot race through the conservancies of the northern Maasai Mara ecosystem in Kenya. The race, run either as an individual or as part of a relay team, takes participants through several conservancies giving them a unique sporting experience within one of Africa's jewels.

The proceeds from the event go directly to supporting initiatives in the region that are aimed at protecting both wildlife and the environment, and enhancing the lives of the community members who live there.



Location

The event this year will traverse the Enonkishu, Lemek, Ol Choro and Mara North Conservancies.

Date and Time

10 December 2022, 06:30am

Entry Fees

Individual (1 x 50km)	\$300 (KES 34,500/-)
Relay Team (2 x 25km)	\$600 (KES 69,000/-)
Relay Team (4 x 12.5km)	\$800 (KES 92,000/-)

>>> 350 Runners Limit <<<

The Cause

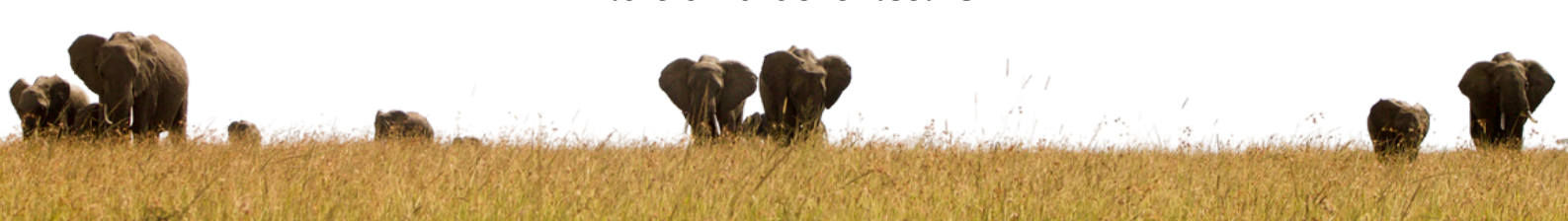
The greater Maasai Mara is one of Kenya's key ecosystems and provides an essential barrier between agricultural areas and the Maasai Mara reserve itself. The stewards in the greater Mara area rely primarily on tourism to manage and protect the ecosystem, which given the seasonal nature of tourism in the area and the current pandemic presents significant challenges for their sustainability.

The goal of the UltraMARathon is to raise funds to support key initiatives in the region related to conservation and enhancing the livelihoods of local communities. The initiatives being supported include:

- **Mara Elephant Project** - funding for the recruitment, training and deployment of rangers specifically to address poaching, human/wildlife conflict and habitat loss challenges in the region.
- **Africa Mission Services Birth Center** – funding to expand a women's health center located in Engos, which serves a population of approximately 7,000 local Maasai, providing prenatal/postnatal care, family planning education and services, and assists 50 – 60 women in childbirth each month.
- **Ranger support** – funding for uniforms, equipment and general administration for the conservancies involved in the event.

In addition, this event will encourage tourism to the Mara conservancies and provide beneficial exposure on both national and international levels, raising awareness of the challenges of conserving and managing this iconic yet threatened ecosystem during these difficult times.

www.ultramarathon.co.ke



PARTNER ORGANIZATIONS

MMWCA



The Maasai Mara Wildlife Conservancies Association (MMWCA) was formed in 2013, to serve as a membership organisation for current and future wildlife conservancies in the greater Maasai Mara. MMWCA has a mandate from landowners and tourism parties to play an overarching coordination role for all stakeholders in the greater Mara ecosystem. By conserving the greater Mara ecosystem through this network of community protected areas, we aim to ensure a secure future for our biodiversity and wildlife and the recreation and tourism that depend on it, as well as prosperity for the regional Maasai population and the nation of Kenya for generations to come.

AFRICA MISSION SERVICES



Africa Mission Services (AMS) is a non-governmental organisation based in Maasai Mara, Kenya that operates the Africa Mission Services Community Health Clinic & Birth Center. Located in Engos, the clinic serves a population of approximately 7,500 community members. The AMS Clinic works closely with the Kenya Ministry of Health providing access to primary and preventative medical care, childhood immunisations, HIV counselling and testing, maternity services, newborn care, education, and access to modern family planning methods. Through offering evidenced-based care, AMS seeks to fill the gap in local healthcare, providing the community a medical centre where they can receive expert care, be treated with respect, and their cultural practices valued.

MARA ELEPHANT PROJECT



Mara Elephant Project (MEP, est. 2011) protects elephants and their habitats across the Greater Mara Ecosystem in Kenya, one of the last wildlife refuges on Earth. When poaching emerged as a threat, MEP and Kenya Wildlife Service took action to successfully combat it. Today, the drastic expansion of the human footprint is causing habitat loss and increasing conflict between people and wildlife. For over a decade, our Kenyan male and female rangers and researchers have been working to build a better future for their families by protecting elephants and their habitats for generations to come.

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PARTNER ORGANIZATIONS

PLATCORP FOUNDATION

Established in 2020, the Platcorp Foundation is the not-for-profit Sustainability investment vehicle for the Platcorp Group. The Foundation supports innovative and sustainable conservation, and community development projects through a mix of impact-first and philanthropic investments. Through the Foundation, we support the development of bankable solutions for key environmental and social challenges such as conservation, food, water, energy and climate change.

The Foundation has been the lead sponsor and support organisation for the UltraMARathon since the first iteration of the event. Support is designed to be catalytic in that it helps to mobilise greater investment or support for target projects, organisations and landscapes by leveraging the Foundation's networks, Development Finance Institutions (DFIs), impact investors and capital markets. By taking an active role in the development, monitoring and evaluation of projects, the Foundation aims to build long lasting partnerships and grow sustainable business models.



www.platcorpgroup.com/foundation

A photograph of a large group of runners participating in an ultra-marathon. They are running across a grassy field with a large acacia tree on the left and a range of blue mountains in the background. The sky is clear and blue. The runners are wearing various athletic gear, and there are several tall, thin flags or banners in the background.

ULTRAMARATHON

THANK YOU FOR YOUR SUPPORT!

