

## ATJFB hosts “Beautiful Bangladesh Run” at Hatirjheel on April 25

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Dhaka: Bangladesh is set to host its first-ever tourism-promoting marathon—“Beautiful Bangladesh Run 2025”—at Hatirjheel in the capital on April 25.

The Aviation and Tourism Journalists Forum of Bangladesh (ATJFB) will organize the ground-breaking run with Rhythm Group as the Title Sponsor, with support from Bangladesh Tourism Board (BTB).

“ATJFB’s primary goal with the Beautiful Bangladesh Run is to showcase and promote the country’s aviation and tourism sectors,” said ATJFB President Tanzim Anwar. “This mega event will highlight the diverse opportunities within these promising sectors.”

The Beautiful Bangladesh Run will kick off at 6:00 am from Police Plaza at Hatirjheel, featuring a competitive 7.5-kilometer run and a family-

friendly 2-kilometer fun run.

More than 700 runners from various professions, especially those involved in the aviation and tourism sectors, are expected to participate in the event.

The event receives support from multiple organizations, including Civil Aviation Authority of Bangladesh, Tourist Police Bangladesh, Association of Travel Agents of Bangladesh (ATAB), Tour Operators Association of Bangladesh (TOAB), Electrolyte Drinks Active, Dhaka Wasa, Famous Specialized Hospital, and Famous Creation.

Notably, the Beautiful Bangladesh Run 2025 also enjoys co-sponsorship from companies such as Ethiopian Airlines, Air India, Fits Air, Share Trip, Eastern Bank, Viya Group, Bengal Air Lift, American Tourister, TPC, Titan, Samsonite, Skin Perfume, US-Bangla Airlines, NOVOAIR, and Air Astra.

To enhance the atmosphere, renowned influencer Dr Nasreen Akhtar Shimu will be attending, along with pace runners Shariar Morshed Siddique, Jannatul Ferdous Mitu, Dr Md Naim Hossain Khan, and KM Yasar Arafat Ami.

Shafiullah Suman, Chief Coordinator of the Beautiful Bangladesh Run, highlighted that this year's event will extend beyond the focus of running. "We are committed to transforming the run into a vibrant festival experience. In addition to recognizing the winners, all participants will have the opportunity to win exciting prizes through a raffle draw. Additionally, there will be a photo contest featuring medals for participants after the run."

Previously, ATJFB has successfully organized several tourism festivals as part of its social responsibility initiative to foster the growth of the country's tourism industry. The Beautiful Bangladesh Run is the latest in a series of efforts aimed at this goal.

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