

# Peace Run NEWS

May 25, 1989



## LEWIS AND CELEBRITIES LAUNCH PEACE RUN '89

NEW YORK — The Sri Chinmoy Oneness-Home PEACE RUN '89, a worldwide Olympic-style relay run, received a star-studded launch in New York City, on April 21.

Olympic gold medalist **Carl Lewis** led 500 runners who carried 71 torches in a spectacular salute to the 71 nations where Peace Runs are being organized. He was joined by music legend **Roberta Flack** and two-time Grammy award winning record producer **Narada Michael Walden**, who wrote and produced the Peace Run theme song.

"Peace Run '89 will do much to inspire us to overcome the barriers to a lasting peace among the peoples of the earth," said Lewis. "Along the way we must pray and we must love. If we put our hands together we can achieve peace."



Sri Chinmoy applauds Addwitiya Roberta Flack, Carl Lewis and Narada Michael Walden, who raise the peace torch at the start of the Sri Chinmoy Oneness-Home Peace Run '89.

## 50,000 JOIN IN MEXICO

(Tula, Mexico) — Some 50,000 citizens turned out en masse to celebrate the passing of the flaming Peace Torches as the Sri Chinmoy Oneness-Home Peace Run '89 entered Latin America en route through 31,000 miles over six continents.

While thousands of runners joined a team of international Peace Runners carrying the torch into Tula, Mexico, crowds of singing children and cheering townspeople packed the road for five miles, waving banners and throwing confetti.

"As I looked back, all I saw was a sea of people running behind the torch," reported Bansidhar Medeiros, torch carrier from New York. "It was like being in front of the New York City Marathon. A love affair is happening between the Mexican people and the peace torch."

Our sponsors are *Bausch and Lomb* and the National Olympic Committee.

Peace Run '89 Mexico kicked off in Mexico City with gala festivities coordinated through the National Olympic Committee and the Mexico City Sports Promotion Department. Olympic gold medalist **Ernest Canto** lit the torch to start the relay and passed it to Olympic wrestler **Daniel Aceves**. The Mexican portion of the Peace Run is being televised nationally.

On June 2, the President of Mexico is scheduled to carry the torch as the Peace Run opens a new highway.



Arnold Schwarzenegger runs for peace.

# USA HIGHLIGHTS

- *Distance to date covered by the runners: 3500 miles, through 23 states (as of May 25).*

- *Advance complimentary or reduced rate hotel bookings for the runners have been arranged for 67 days (out of 109) with savings in the tens of thousands of dollars.*

- *Over 50 newspaper articles and 26 television features (2 nationally syndicated).*

- *National/International groups participating in Peace Run '89: Boy Scouts, Girls Clubs, Campfire Inc., Big Brothers/Big Sisters of America, American Youth Hostels, the Baha'i faith, Association for Fitness in Business, Telephone Pioneers of America.*

- *Letter of support: from the chairman of the President's Council on Physical Fitness and Sport. Numerous comments of support from US Senators and Governors, and mayoral proclamations from major US cities, including Philadelphia, Baltimore, Atlanta and others.*

## *Notable happenings:*

**Baltimore (April 23)**- Runners arranged for the entire length of the city at intervals of 1/4 mile. Outstanding support by Official Peace Run '89 radio station for Harford and Cecil Counties, Maryland.

**Washington, DC (April 23)**- Afternoon outdoor festival of music and performances in honor of the Peace Run at the Sylvan Theater at the Washington Memorial. Attended by approximately 200 people.

**Athens, GA (April 29)** - The Peace Run led a parade prior to the **Twilight Criterium** international bicycle race before a crowd of 3,000 spectators.

**Atlanta, GA (April 30)** - Large ceremony with participation of Unitarian Church, Baha'i faith, Atlanta Track Club, Boys Clubs of Atlanta, Cub Scouts and Boy Scouts. Radio broadcasts about the Peace Run every hour on the hour. Peace Pops donated by *Ben and Jerry's*.

**Birmingham, AL (May 1)** - Football star **Joe Cribbs**, and Auburn college star **Charlie Trotman** joined the Peace Run at ceremony in Lynn Park, with three TV stations covering and large dramatic photos in newspapers.



**Nashville, TN (May 3)** - Front page color photo in the "Tennessean" newspaper, highlighting participation of Nashville Striders. Three separate TV broadcasts and four separate newspaper articles appeared the day before and the day of the run.

**Memphis, TN (May 12)** - The team appeared on stage before an assembled crowd of 20,000 at a downtown food festival.

**Dallas, TX (May 19)** - Runners held a Peace Run with disabled Boy Scouts from the Bachman Therapeutic Recreation Center, and were later invited to join the pre-game festivities at a *Texas Rangers* baseball game, attended by more than 20,000. Large photo in the *Dallas Times Herald*.

**Denver (May 23)** - Peace Run held in the Cherry Creek State Park, with three high school running teams, a school band and members of the Girls Clubs of Denver. Well covered on television and in newspapers.

**Fairplay, CO (May 25)** - This picturesque Rocky Mountain town at 10,000 feet elevation staged an elaborate ceremony in its Museum, actually a grouping of restored Wild West buildings, featuring cowboys on horseback, ranchers and a staged bank robbery to welcome the Peace Runners.

**Albuquerque, NM (May 29)** - Large ceremony in Civic plaza will feature governors of 17 Indian tribes, Police Runners, disabled American veterans, local runners and celebrities. Will be attended by the Lt. Governor. Letters of endorsement by all members of the New Mexico congressional delegation, including a letter from former Congressman **Manuel Lujan** (who is now Secretary of Agriculture) were received.



## INTERNATIONAL NEWS

**ENGLAND, SCOTLAND, WALES, IRELAND (May 20 - June 4)**

Peace Run '89 UK has started in Glasgow with television coverage by the BBC and participation by the Provost. In Birmingham there is a Peace Run pop music concert planned.

The Peace Run is part of a vintage car rally in Nottingham. Celebrity runners include **Tessa Sanderson**, Olympic javelin gold medalist, and runner **Hugh Jones**. The Peace Run also will be associated with the **Richmond Festival of Sport** in West London. The conclusion of the Run features Ambassadors and High Commissioners of Hungary, Indonesia, Morocco, Yemen, Poland, Zimbabwe, Grenada, and Sudan. The Archbishop of York wrote a prayer for the Peace Runners.

**DENMARK (May 27-June 5)**

A 770 km run Peace Run will take place in Denmark organized with support by local communities en route. The Danish prime minister has endorsed the Run. Receptions are scheduled in twenty cities with lots of live television and radio coverage confirmed.

**NETHERLANDS, BELGIUM, LUXEMBOURG (May 27 - June 3)**

The Peace Run through these countries will encompass 500 km. There will be participation of mayors, running clubs and community groups. The West German and Dutch teams will appear on a live television show in Luxembourg. The **Association for the Cities/Towns of the Netherlands**, a congress for 2,000 representatives of Dutch municipalities, will offer a message to the Peace Runners on May 30 to be carried to the UN in Geneva.

**AUSTRIA (May 31 to June 11)**

Forty (40) mayors will join the Peace Run. Still more are confirming. On June 9 there is a reception planned at the Olympic Village in Innsbruck and at the Football Stadium. A bridge will be renamed "The Peace Bridge" on the occasion of the Peace Run.

In Vienna, **Franz Klammer**, ski champion will join the Run along with world champion ski jumper **Karl Schnabl**, Austrian decathlon champion **Dr. Georg Werthner**, and **Peter Seisenbacher**, two-time Olympic champion in judo.

The Austrian Olympic Committee has given a comment. National radio will offer extensive coverage of the Run.

The patrons of the Run are the mayors of Innsbruck, Salzburg, Graz, and the prime ministers of Oberosterreich, Niederosterreich, Steiermark and Tirol.

**Puma** is a major sponsor. They have printed 3,000 shirts, 5,000 brochures and 7,000 posters.

***Take a step for Peace. You are invited to purchase Peace Run '89 merchandise. See page 8 for details.***

### SPAIN (May 28 - June 6)

The Peace Run starts in Madrid and ends in Barcelona. **Johann Cruyff**, former player for the Cosmos soccer club, posed with a few members of his team for a publicity shot carrying the peace torch.

Television covered the start on May 28. They also showed footage of the opening ceremony in New York. Then also will cover the Runs in Geneva.

### FEDERAL REPUBLIC OF GERMANY (May 29 - June 15)

There is a big run happening in Hameln and Bonn before the Bonn Marathon. The Hameln city is organizing the Run with government representatives and the Church.

**Radost Bokel**, the actor who played MOMO, will join the Run. The patrons of the Peace Run are the mayor of Hameln and the minister of the interior of Schleswig Holstein, Prof. Dr. Hans Bull. A Peace Mile on the occasion of the Peace Run will be inaugurated in Ongolstadt. In Ulm, a peace tree will be planted.

### GERMAN DEMOCRATIC REPUBLIC (June 11)

Thirty national runners will take part in a 45 km run to the West German border. We are hoping that the Peace Torch can be passed across the border to the West. The GDR is part of the International Relay Race for Peace which is now associated with the Peace Run as part of the Peace Run in Poland. (see Poland news).

### FRANCE (June 9-23)

Runners will cover 1250 km in the French Peace Run. There also will be a separate Peace Run in Calais with 500-1000 children along with an exhibition of paintings for peace in the town a week prior to the Run. In Amiens, the sports department of the city will organize a Peace Run for the children. Paris has dedicated a Peace Day for the Peace Run. There will be 30 second to one minute video advertisements for Peace Run '89 in the METRO (subways) on the television 40 times each day. The Peace Run is also an official event of the 200th Anniversary of the French Revolution.

**Michael Platini**, who was chosen as European Football Player of the Year, will carry the Peace Torch. The Run will conclude on June 23 at UNESCO Headquarters with participation by **Sri Chinmoy**, numerous UN ambassadors, and some 200 European runners.

*Most of the European Peace Runs conclude at the UN in Geneva on June 18.*



### ICELAND (June 3-4)

A Bishop in Iceland will light the torch to start Peace Run '89 on June 3. On June 4, Sri Chinmoy will pass the torch to the Prime Minister who will run with the torch.

### HUNGARY (May 30 - June 2)

The Mayor of Budapest will start the run with a ceremony for the runners. Some 15 Hungarian runners will undertake a 200 km Peace Run and carry the torch to the Austrian border. A special message for the Austrians will be carried by the Hungarians. A special TV show about the Peace Run aired on May 27.

### YUGOSLAVIA (May 17 - May 30)

The Yugoslav League for Peace, Independence and Equality, has endorsed Peace Run '89. The run takes place from Djerdjela to Senilj. When the torch arrived from Greece customs officials at the border did not even ask for the passports of the runners. The national television covered the Peace Runners as the townspeople, dressed in traditional costumes, celebrated their arrivals in towns.

The Yugoslavian television showed 200 minutes on Peace Run '89. May 23 there was a reception in Belgrade at the UN Headquarters by the Japanese Ambassador.

A sponsor provided three cars. There also was a police escort for the entire run.

## GREECE (May 21 - May 28)

Yiannis Kouros ran the first 320 km from Olympia to Athlens. He was so fast that the other runners could not keep up with him after 100 km. There was television in Patras. The runners met 3 mayors, in Larissa, Alexandra, and Thessalonika. There were many radio interviews and the stations played the Peace Run song all day long.

In Thessalonika there was a big reception with the mayor and a band. After the runners handed the torch to the Yugoslavian runners, the mayor gave them a big reception. Whenever the runners passed a tavern, the patrons stood up and cheered the runners. The cars were honking the runners everywhere because of the large publicity.

## SWITZERLAND (June 10 - June 18)

The Swiss Peace Run has been promoted extensively by articles in *Der Laufer* written by Nikunja Ebner. Sponsors include Ford, SWISSAIR, MIGRO, Suburu, Copy Quick, Adidas, and other companies. A major health food chain is distributing flyers and posters to all of their 440 retail outlets and showcasing the Run in store window displays.

The Run has been endorsed by Mr. Flavio Lotti, Swiss Federal Counsellor, who is the patron. Most of Switzerland's top runners are participating. Some 7,500 runners are expected overall, including 1,500 children. About 30-40 mayors are expected to join. There has been lots of publicity.

Monks of the monastery in Disentis will receive the runners and carry the torch to the town. We will run into the football stadium during the Switzerland vs. Brazil match. Top runners have confirmed their participation. There are lots of sponsors.

## LICHTENSTEIN

The government will close the schools so the children can participate in the Peace Run. The national sports association has printed 1000 T-shirts for the children.

## FINLAND (July 2-7)

The Finnish Peace Run '89 is a joint venture with the Finnish Athletic Association for an across-the-country running relay called *Finland Runs*. This five-day, 1308 km run from Utsjoki in the north to Helsinki (the capital) in the south, will be divided into 11 stages. The leading runner for each stage will carry the Peace Torch. Some 150 teams of 12 runners each, will participate. There will be significant national media coverage. There also will be a Peace Run on Åland, a large island between Sweden and Finland, of appx. 100

km and most citizens are expected to join.

## SWEDEN (May 20-29)

Queen Silvia was the patron of Peace Run '89 in Sweden. The Run, which covered 519 miles, was also endorsed by Prime Minister Ingvar Carlsson and the Swedish Sports Federation.

The start of the relay will be part of the *Dagbladsstabetan*, the oldest race in Sweden. Most of the runners were from Irskis and Svettis, the largest sports clubs in Sweden. The general public covered over 80 per cent of the route. Participants included famous Swedish ultra distance runner Bertil Yarlåker. He has the Guinness record for the longest non-stop run in the world, covering 568 km in 5 days, 1 hour and 50 minutes.

## NORWAY (June 28 to July 2)

Runners in Norway plan to cover 320 km from Kristiansand to Oslo. The Peace Run was endorsed by the Prime Minister of Norway. The closing ceremony will take place the Bislett Track and Field Games in Oslo.

# Weltfriedenslauf '89

HERZLICH WILLKOMMEN ... in ÖSTERREICH  
vom 31. Mai bis 11. Juni

... zu einem Ereignis, das auf einzigartige Weise das Streben der Menschheit nach globalem Frieden zum Ausdruck bringt. Einem Staffellauf, der durch alle fünf Kontinente führt und Hunderttausende von Menschen durch eine Fackel des Friedens verbinden wird.

Das Ziel des Weltfriedenslaufes ist, das Streben nach einem echten und dauerhaften Frieden zum Ausdruck zu bringen. Er soll Menschen aller Nationen und Weltanschauungen durch die Flamme des Friedens im Herzen und im Geiste einander näher bringen und verbinden.

**SO KÖNNEN SIE TEILNEHMEN**

- \* Jedermann/Frau kann am Weltfriedenslauf teilnehmen.
- Sportler ebenso wie Nichtsportler.
- \* Schulklassen, Vereine, Clubs etc. können auch als Gruppe mitlaufen.
- \* Mitlaufen ist möglich in Städten oder zwischen einzelnen Orten, für einige Meter oder mehrere Tage.
- \* Die Teilnahme am Weltfriedenslauf ist kostenlos.

**ORGANISATION**  
Nähere Informationen erhalten Sie vom  
Sri Chinmoy Marathon Team  
Lichtenthalergasse 20/17  
1090 Wien



**hotel ibis** **BUNDESLÄNDER** **novotel** **hotel mercure** **PUMA**

The poster for Peace Run '89 in Austria was produced by PUMA.

### **POLAND (July 16-29)**

Peace Run '89 will take place in Poland in association with the *International Relay Race for Peace Paris-Moscow*. The Relay Race takes place from July 8 to August 6 over a 3,000 km route crossing France, West Germany, East Germany, Poland and the USSR. Runners from the Sri Chinmoy Marathon Team will carry the Peace Torch as part of this relay race through Poland from July 23 to 29. We will be joining runners from the above five countries and Belgium, Great Britain, Czechoslovakia, Hungary, and the Netherlands. On the 29th, we will pass the torch to these runners who will carry it into the Soviet Union. Other events in Poland include Peace Runs in Szczecin and Gdansk during the week of July 16 to 23.

### **ITALY (May 15 - June 10)**

A Peace Run from Palermo to Chiasso at the Swiss border underway right now will cover 2,000 km.

### **CANADA (May 10 -July 31)**

The Canadian Peace Run started in Victoria, BC with participation of Premier of British Columbia, the leader of the opposition and Olympic athletes who carried the Peace Torch. In Vancouver there were seven mayors. Members of the **1989 Stanley Cup champion CALGARY FLAMES** hockey team carried the torch in Calgary. In Ottawa, the Governor General will receive the Peace Torch on national television during the Canada Day celebration on July 1. Peace Run Canada will cover 11,000 km from Victoria to St. Johns. Thousands of runners are participating. Sponsors include CANTEL and STARCRAFT.

### **JAPAN (July 18 - August 5)**

Peace Run '89 Japan will kick off in Sapporo and finish in Nagasaki. Sponsors include FORD AUTORAMA and a nutritional drink producer.

### **AUSTRALIA (May 11 -31)**

A team of runners started on May 11 and carried the Peace Torch on a 21 day run from Adelaide to Canberra. Thousands have carried the torch, including many mayors, among them, the Lord Mayor of Melbourne.

Highlights of the Run included parading the torch at two major football matches before 50,000 spectators and the closing ceremony in Canberra where ambassadors from 15 nations will greet the runners.

### **NEW ZEALAND (April 25 -May 3)**

Peace Runners in New Zealand covered 1,000 miles. Virtually every mayor along the route joined as the Run was written about in dozens of newspaper articles. Vehicles were provided by Newmans Coaches and Camper Vans. Peace Miles were established in 4 major cities.

### **MOROCCO**

Members of the Sri Chinmoy Marathon Team inaugurated Peace Run '89 with a seven-day relay run across the South Sahara Desert. They were hosted by the Foreign Minister of Morocco and numerous government officials. National publicity on the Run appeared in **PEOPLE**, and runners appeared on **LIVE WITH REGIS & KATHIE LEE**.

### **SURINAM**

There will be a number of Peace Runs in Surinam organized by the Surinam Olympic Committee.

### **KUWAIT**

The AMRA public relations agency is organizing a Peace Run in Kuwait.

### **EGYPT (May 12 - 28)**

Peace Run Egypt was organized with the full support of the government in Egypt. The governor of Asswan started the run with a big torch lighting ceremony. The Minister of Youth and Sports sponsored the entire Peace Run. There was tremendous response in Egypt. HERTZ sponsored three cars. EGYPT AIR gave us discount airfares. The governors of each of the cities on route joined the run. There were 15 Egyptian runners carrying the torch between each city.

In each town there was lots of media coverage, ceremonies with the governors who took the torch from the runners and often lit a symbolic flame in the center of town.

There is interest in organizing Peace Run '91 throughout the Middle East, from Morocco to Cairo, Sudan to Cairo, and including Israel and Saudi Arabia.

### **BARBADOS (June 10)**

The Barbados Peace Run will take place with a 26 mile marathon for peace. Sponsors include BWIA and Roberts Manufacturing Co.

## **PUERTO RICO (May 28)**

Runners covered 50 miles in San Juan. We have participation by mayors of four cities, the Secretary of the Department of Sports and Recreation, and sponsorship by **Bausch and Lomb**. Community groups joining include the Boy Scouts and Police Athletic League. A Peace Run Party with live music, food and refreshments, is scheduled at a local park to celebrate the conclusion of the Run. There are advertisements on the radio non-stop for the event so we expect a large turnout! The Governor, who has offered a message for the Peace Run, will carry the torch.

## **WHAT THEY SAY ABOUT PEACE RUN '89**

"I feel convinced that the direct and spontaneous contact between people of all countries is of great importance in the internationalization and disarmament that we are witnessing these years. Peace Run '89 is an impressive project to which I'd very much like to express my support."

**PRIME MINISTER POUL SCHLUTER, Denmark**

"We appreciate such noble projects and manifestations (as Peace Run '89) that promote world peace and love. Sports, athletics and music are able to improve greatly international cooperation, friendship and confidence, and eliminate prejudices, misunderstandings and ignorance....We are ready to join the (Peace Run) and be one of those participating in the event in our country."  
**YUGOSLAV LEAGUE FOR PEACE, INDEPENDENCE AND EQUALITY OF ALL PEOPLES, Beograd, Yugoslavia**

"I wish the Peace Run '89 good luck and hope it will get good response and publicity. The idea of Peace Run '89 can stand as a symbol of how results come when everybody strives together towards one united goal."

**PRIME MINISTER GRO HARLEM BRUNTLAND, Norway**

"The Peace Run joins itself to other significant initiatives for peace. It demonstrates that sports and peace are connected and I hope that the large sports movement gives its wholehearted support for this globe spanning event. I wish all the best to the organizers and participants of the Peace Run."

**PRIME MINISTER INGVAR CARLSSON, Sweden**

"The Peace Run is a significant expression of how the efforts of individual citizens can support the common goals of all nations. I wish the best to the organizers and participants of Peace Run '89."

**PRIME MINISTER HARRI HOLKERI, Finland**

"I also express my solidarity with the Sri Chinmoy Oneness-Home Peace Run 1989, sponsored by the international Sri Chinmoy Marathon Team, during which more than 100,000 persons will have the opportunity to carry the torch through 51 countries in six continents, all the states of the United States and Puerto Rico."

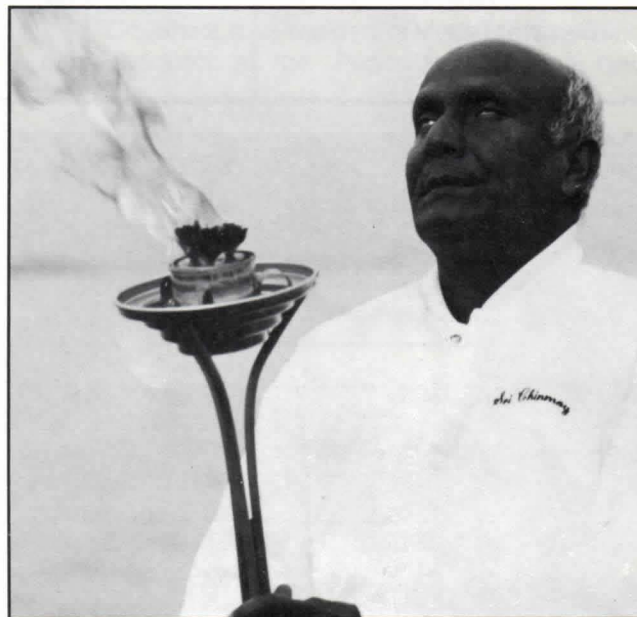
**GOVERNOR RAFAEL HERNANDEZ COLON, Puerto Rico**

"It is, I fully believe, a deeply felt response to a living, spiritual impulse now flooding human consciousness. The Peace Run will awaken hope, dedication and resolution in the hearts of so many people. Congratulations to those launching and organizing this fine effort."

**SIR GEORGE TREVELYAN, Bt.MA, United Kingdom**

"The Peace Run is an excellent example of how sports can function as a vehicle for peace. Through sports, young people from all over the world meet in oneness and friendly competition. I hope that the Peace Run can become a successful means and a manifestation for our quest for lasting peace that we all share."

**BENGT SEVELIUS, Executive Director, Swedish Sports Confederation**



Sri Chinmoy, who created the Peace Run, holds the first torch and offers a meditation on peace at Battery Park, NYC prior to the opening ceremonies for Peace Run '89.

