

Online mapping service for Comrades Marathon 2012

mapIT, the digital mapping company, will be providing support for the runners and spectators of the Comrades Marathon 2012 with a fully interactive map indicating the route, profile, kilometre markers, refreshment stations, medical points, unique landmarks, hotspots and spectator points.

Runners and their support teams will be able to co-ordinate their routes and meeting spots, as well as view both the start and end points to ensure the best parking on the day of the race. A "zoom-in" function on the map will give users a better view of the route, ensuring the best path is taken along the course of the race.

"The Comrades Marathon attracts ultra-marathon athletes both locally and internationally, and mapIT is extremely proud to be affiliated with this world-class event. Our interactive online mapping service is geared towards helping runners prepare for the day and alleviating stress for the spectators - and to make the day as hassle free as possible," said mapIT MD Etienne Louw.

The addition of Helicam footage

mapIT have been offering this service to the Comrades since 2009 but this year the offering is further enhanced by the addition of Helicam footage of all major points along the route. A @ComradesRace Twitter feed has also been added to the site allowing supporters, globally, access to real-time updates on what is happening on the ground.

Furthermore, residents and supporters can click on the "get directions" and "live traffic" buttons, powered by TomTom, to plan their route for the day and find out which roads to avoid due to traffic congestion.

The mapIT map will also be available at <http://comrades.mapservice.co.za> and on the official Comrades website www.comrades.com.