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Eco-warriors Unite with Globe at Home during QC Eco Run

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THE Quezon City Government and Globe at Home joined hands in advocating ecological preservation and sustainability at the first QC Eco- run held on November 24, 2024, at the Quezon Memorial Circle.



Dubbed the premier straight run, more than 6,000 runners committed themselves as eco-warriors as they traversed the Quezon Avenue- EDSA underpass in a historic gathering that marked the beginning of a healthier lifestyle.

The event fostered camaraderie as families, friends, and co- workers connected as they carried out this fitness initiative.

In line with the activity, Globe at Home reiterated its commitment to sustainability with essential, reliable, and fast connectivity for today's lifestyle. The brand breaks new ground with a first- of-its-kind product for prepaid fiber customers, offering the flexibility to double their internet speeds to up to 100 Mbps.

"Globe at Home understands how essential, reliable, and fast connectivity is for today's lifestyles," said Abigail Cardino, VP and Head of Brand Management for Globe's Broadband Business. "With the Gfiber Prepaid speed boost, we're offering our customers the freedom to increase their internet speeds without being tied to a contract. This proves our commitment to providing accessible, flexible, high- quality internet that adapts to the needs of Filipino households."

For its part, the Quezon City Government led by Mayor Joy Belmonte stayed true to its promise to protect the environment by recycling all the tarpaulins used in the event via their "Tarp- cycling" program. They further bolstered their commitment by distributing vegetable seeds to participants to enable them to start their backyard urban gardens.

"Quezon City reaffirms its commitment to building a green, livable, and sustainable community. This is why we integrated this advocacy into our inaugural running event - to inspire every stakeholder to embrace the role of an eco- warrior," Quezon City Administrator Michael Alimurung said.

This endeavor shall mark the start of a long sustainability effort to protect the environment for the future generations.