



BUDAPEST-CHERNOBYL RUN 2009

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BUDAPEST-CHERNOBYL RUN: EUROPE'S BEST NEW YEAR CELEBRATION WON'T BE IN A MAJOR CITY

BUDAPEST – Marking the end of a decade that started with the wild frenzy of Y2K calls for a time of reflection, remembrance, and celebration. It's also a time to explore one of the largest and recently growing trends in tourism, adventure travel. This December, Chennai Event Management Services (CEMS) is offering an alternative New Year's Eve party to the overcrowded club scenes and messy firework shows with the Budapest-Chernobyl Run. With a group of adventure tourists set out to explore the undeniable mystery and fantasy of Eastern Europe, the **9-day event** of Budapest-Chernobyl Run will bring in 2010 like no one else on Earth has ever brought in a new year.

The route of the Budapest-Chernobyl Run will traverse some of the most exotic and generally unexplored areas of Europe. Away from the typical tourist scene, participants will experience an authentic getaway. The **3,500 kilometer** route will be travelled by a variety of participant-selected autos, from motorcycles to tanks, minivans to mobile homes, and will follow a path never before traversed by a major rally.

Starting in Budapest on **December 29, 2009**, the route will follow the beautiful Hungarian countryside before entering into the castle-laden land of Romania, then will continue through the valleys of Moldova, across the disputed region of Transnistria, and into the notorious land of Ukraine on **January 6, 2010**, where participants will see and experience first hand the desolation and eerie abandonment of Pripyat and Chernobyl, home of the 20th century's worst nuclear disaster.

CEMS, who have also produced the Rickshaw Challenge, the Caucasian Challenge, and the Trans Sahara Rally, will assist participants with finding food and accommodations throughout the route of the Budapest-Chernobyl Run. Participants will be prepared with an authentic event Road Book, which will contain a variety of local history, advisories, suggestions, stories, and other information.

As with all CEMS events, the Budapest-Chernobyl Run will be working closely with a charity program to give back to the communities, areas, and places of need along the route.

The Budapest-Chernobyl Run is designed to offer an authentic getaway for those willing to travel.

However, the event still maintains the theme of a challenge rather than a tour. Daily challenges will be created that will require participants to thoroughly experience, explore, or discover various scenes, sites, or monuments. These challenges will be worth points, and the winning team of the Budapest-Chernobyl Run will receive free entry into the Rickshaw Challenge, another adrenalin fueled journey through the Indian subcontinent.

Bringing in the New Year a la the Budapest-Chernobyl Run guarantees an adventure and experience outside of the typical realm of travel. This is an incredible opportunity to explore the unfamiliar and is designed especially for those who understand that the easy road yields no great reward. What better way to start a new year than in such an experience?

Registration for the Budapest-Chernobyl Run will be open until mid-December. For further information about the Budapest-Chernobyl Run, Chennai Event Management Services events, or any related material, please contact Szabolcs Pétery at szabolcs@cemsglobal.com or visit www.budapestchernobyrun.com.