

Pinkathon Mumbai Participants Discovered the Delicious Unwaxed Natural Goodness of European Apples from the It



Bruino, Jan 21, 2020 ([Issuewire.com](http://www.Issuewire.com)) - Naturally delicious European apples from the Italian Alps were proud to be the Official Apple Partner of the 8th Mumbai Pinkathon, giving out almost 7,000 apples to participants and sharing the naturally delicious, unwaxed natural goodness of the Italian Alps.

FROM Italian Alps SARL, as the Official Apple of the 8th Mumbai Pinkathon was proud to help Pinkathon participants revitalize and recover. From an exciting run with its naturally delicious, unwaxed apples. Held Sunday, 15th December 2019 at MMRDA Ground, Next to One BKC Building, the 51st Pinkathon was India's biggest women's run to encourage and promote fitness and health among women and create awareness about breast cancer and other issues relating to women's health. More than 10,000 women participated in the multi-category run in Mumbai, including numerous special needs runners from mothers carrying babies to the visually impaired.

Says FROM Italian Alps General Manager Nicola Zanotelli, "The unwaxed, sweet and crunchy the

goodness of European Apples from the Italian Alps is the perfect snack and cooking ingredient for Indian women with active lifestyles, which why we felt it was important for FROMtobe the Official Apple Partner of the 8th Mumbai Pinkathon and collaborate with Milind Soman and his team.”

With nearly 7,000 visitors, the FROM Italian Alps stand was one of the most popular at the Pinkathon, and a record crowd of participants had the chance to enjoy naturally delicious Royal Gala apples from the Italian Alps. Participants also learned about the benefits of apples and the leading retailers where FROM Italian Alps apples are available in India, as well as having the chance to take commemorative selfies with our exclusive FROM Italian Alps selfie frames and interact with some of the social media celebrities who turned out to support the FROM brand.

Says Pinkathon founder, supermodel, actor and Ultraman athlete Milind Soman, “Nobody is left behind. Not the very young or even the very old, not pregnant women, not the women in hijabs and sarees, not the women with young babies, not the visually impaired or the cancer survivors. They all came together making each edition in every city a festival like no other. Dancing and singing, walking and running, cheering and laughing in a fantastic celebration of womanhood.”

Adds FROM Italian Alps General Manager Zanotelli, “We were thrilled to give away apples to all Pinkathon participants, helping them revitalize after their run. It was a great event and we had a lot of fun supporting women and promoting healthy lifestyles in India.”

ABOUT PRODUCERS FROM ITALIAN ALPS: The four Trentino-South Tyrol apple producer organizations that makeup FROM VOG Marlene, VIP Val Venosta, Melinda and La Trentina, grow 70% of Italy’s apples. Our strength comes from our superior quality fruit, grown every year thanks to a great combination of a unique environment and production expertise. For centuries, 20,000 local fruit farmers have carefully cultivated 28,000 hectares of apple orchards, using skills acquired through many generations of orchard-tending. Our apples grow on the rocky, mineral-rich soil of the Italian Alps, where they breathe the pure air of our forests and absorb the crystalline waters flowing straight from the Alpine glaciers. For 2,000 hours every year, they bask in the brilliant Alpine sunshine. This is why our apples are easily recognized as the best by more than 100 million consumers in over 80 countries around the world.



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