

SM, RunRio celebrate LGBTQIA+ community at Pride Run



(L-R): RunRio President Rio de la Cruz, SM Supermalls' Vice-President for Corporate Marketing Grace Magno, 10k race category winner Juan Karlo Igos, BingoPlus Foundation Executive Director Angela Wieneke, and LoveYourselfPH Head of Administration and Business Development Calvin June Sintoy



BingoPlus Foundation Executive Director Angela Wieneke (second from right) presents a check amounting to P500,000 to LoveYourselfPH Head of Administration and Business Development Calvin June Sintoy (second from left). They are joined by SM Supermalls' Vice-President for Corporate Marketing Grace Magno and RunRio President Rio de la Cruz.



Cavin Vedal crosses the 5km finish line in first place with a run time of 16 minutes and 47 seconds.



Pantay Inc. Chairperson Thysz Estrada



The inaugural Pride Run 2024 at SM by the BAY, SM Mall of Asia Complex unites people from all backgrounds in celebration of love and diversity.



The Pride Run's costume contest champion wears a pair of large wings and a headpiece.



The costume contest's second runner-up is a 10km runner who finished their race in a superhero costume.

The SM by the Bay at the SM Mall of Asia (MOA) Complex was abuzz with energy and excitement as SM Supermalls, in collaboration with RunRio, successfully mounted Pride Run 2024 on Saturday, June 22. The run united Lesbian, Gay, Bisexual, Transsexual, Queer, Intersex, and Asexual (LGBTQIA+) members and allies in a festive celebration of inclusivity and equality, drawing participants of all abilities and from all walks of life.

At the crack of dawn, over 5,000 runners registered for 10km, 5km, and 3km dashes assembled for their respective gun starts. Each runner was geared up with their Pride Run singlets, race bibs, and timing chips, ready to hit the pavement in a show of solidarity and support. The festivities didn't stop at the finish line. The fun continued with electrifying performances from a lineup of artists, including Dey XD, Andy Crocker, Moonlight, and the sensational Taylor Swift, who kept the atmosphere lively and festive.

The participants also showed off their most creative and colorful outfits in the much-

anticipated Costume Contest, adding an extra layer of fun and flair to the event.

The morning's festivities culminated in an awarding ceremony to recognize the top runners and standout participants of the event. Finisher's medals, specially designed for this inaugural event, were handed out, symbolizing both achievement and solidarity.

The first Pride Run, organized by RunRio in partnership with SM Supermalls and supported by ArenaPlus, BingoPlus Foundation, LoveYourselfPH, Pantay Inc., and the Metro Manila Pride Organization, proved to be more than just a race. It was a celebration of diversity, a commitment to inclusivity, and a statement of support for the LGBTQIA+ community.

SM Supermalls is dedicated to promoting inclusivity by creating safe spaces for everyone, especially women, children, and the LGBTQIA+ community. To know more about SM Supermalls' programs, visit www.smsupermalls.com or follow @SMSupermalls on social media.



RunRio President Rio de la Cruz



The 10k race participants, led by RunRio President Rio de la Cruz (5th from the left, front row), prepare to run the first-ever Pride Run.



Juan Karlo Igos finishes first in the 10km race with a run time of 38 minutes and 11 seconds.



Participants champion a more inclusive society at Pride Run 2024.



3km runners take off at the starting line of the 2024 Pride Run at SM by the Bay, SM Mall of Asia Complex.



Mark Angelo Biagtan (back, center) holds up the champion's trophy as the 3km division's quickest finisher with a run time of 11 minutes and 6 seconds, posing with the top 10 finishers of the 3km race alongside the event sponsors.



A kid joins the Pride Run, showing it's never too early to celebrate diversity and equality.



Taylor Swift impersonator, Taylor Swift, charms the crowd at Pride Run 2024 with a lively performance.



Performers Dey XD, Andy Crocker, and Moonlight light up the stage with trending dance hits.



The first runner-up winners in the costume contest in their good-humored demon and angel costumes.



The top 10 finishers of the 10 km category with the sponsors of Pride Run.



The top 10 finishers of the 5km category beam with pride alongside the event sponsors from SM Supermalls, RunRio, ArenaPlus, BingoPlus Foundation, LoveYourselfPH, Pantay Inc., and the Metro Manila Pride Organization.



Over 5,000 runners take on the Pride Run.