

# RUNCZECH 2022



ENG



# RUNCZECH RUNNING SERIES IN 2022

RUNCZECH

ALL RUNNERS ARE BEAUTIFUL



**NAPOLI CITY  
HALF MARATHON**  
27. 2. 2022



**UNICREDIT  
PRAGUE RELAY**  
4 x 5 KM  
23. 6. 2022



**SPORTISIMO  
PRAGUE  
HALF MARATHON**  
2. 4. 2022



**BIRELL  
10K RACE**  
3. 9. 2022



**VOLKSWAGEN  
PRAGUE MARATHON**  
8. 5. 2022



**adidas WOMEN'S  
RACE 5 KM**  
3. 9. 2022



**MATTONI  
KARLOVY VARY  
HALF MARATHON**  
21. 5. 2022



**MATTONI  
ÚSTÍ NAD LABEM  
HALF MARATHON**  
17. 9. 2022



**MATTONI  
ČESKÉ BUDĚJOVICE  
HALF MARATHON**  
4. 6. 2022



**MATTONI  
LIBEREC  
NATURE RUN**  
15. 10. 2022



**MATTONI  
OLOMOUC  
HALF MARATHON**  
18. 6. 2022



**LA PANORAMICA  
SORRENTO  
MASSA LUBRENSE  
POSITANO**  
4. 12. 2022

# FOREWORD

Dear runners and friends,

I would like to start by thanking everyone who participated in our races this season. The compulsory break mandated by COVID 19 was maddening for runners who wanted to race, and challenging for running organizations who were scrambling for solutions. Fortunately for all of us, 2022 turned out to be the Great Running Restart.

For regular runners, it was a return to happier times. But it was also a time when novices discovered the joys of running. Feeling healthier. Feeling more alert. Shaking off the heaviness of the pandemic. And the races that we staged attracted them all, signaling that RunCzech was back, strong as ever!

Life can be also tough and unpredictable. The Russian invasion of Ukraine has had a disruptive effect on everyone. And we in RunCzech wanted to show support for Ukraine and have stepped up the help. We run our races with a strong message of peace and we also organized a lot of other help and support. Sport has the power to celebrate our common humanity. Sport can bring us together.

As always, we kicked off the season with our Napoli City Half Marathon in February (setting a new Italian record) before launching our legendary, crowd-pleasing Prague races: the Sportisimo Prague Half Marathon and the Volkswagen Prague Marathon. Following on the success of those races, we rolled out our regional races which, I'm delighted to report, drew substantially more participants than last year.



Carlo Capalbo

The Sportisimo Prague Half Marathon was significant for another reason this year. It kicked off our SuperHalves series, a global event connecting five of the best half marathons in Europe. Runners' virtual passports became badges of honor, particularly for those who completed all five. And RunCzech cemented its reputation as being on par with the most beautiful, best-organized half marathons in the world.

Our Battle of the Teams project, created in the midst of the pandemic, evolved to become a mass participation event, with every single participant in the Volkswagen Prague Marathon becoming eligible to align with a team of elite runners, and affect the outcome of the race. A true revolution in the world of running!

On a personal note, 2022 was a sentimental year for us. It marked the 100<sup>th</sup> birthday of Czech running legends Emil and Dana Zatopek. And the 70<sup>th</sup> anniversary of Emil's historic performance at the 1952 Helsinki Olympics. We dedicated our entire season to them. They inspired us to do our best in 2022. And to reach even greater heights in 2023.

ALL RUNNERS ARE BEAUTIFUL.

Carlo Capalbo  
President of the RunCzech Organizing Committee



# HIGHLIGHTS OF THE SEASON

TOTAL PEOPLE REGISTERED

# 95 247

TOTAL RUNNERS PARTICIPATED

## 61 779

ACTIVE PEOPLE IN RUNNING MALL

## 33 468

COMPETITIVE  
41 103

NON-COMPETITIVE  
8 529

JUNIORS  
12 147

## NATIONALITIES

LOCAL  
81%

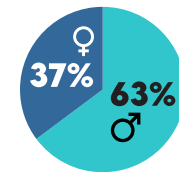
PRAGUE  
33%

REGIONS  
67%

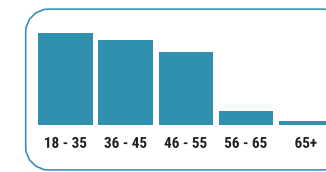
FOREIGN  
19%

TOTAL NATIONALITIES REPRESENTED  
122

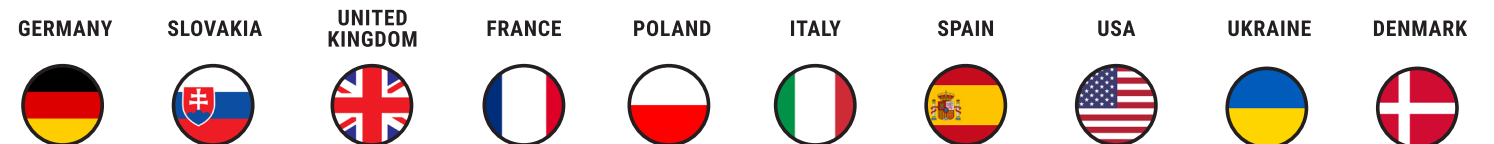
RUNNERS BY GENDER



AGE STRUCTURE



## TOP 10 REPRESENTED COUNTRIES



## RUNCZECH COMMUNITY

PRO ATHLETES  
242

VOLUNTEERS  
6048

RUNCZECH RACING  
21 ♂ 8 ♀

### TOP PROFESSIONS






# PR & MEDIA

CZECH TV BROADCASTING  
**796 000**  
HOUSEHOLDS REACHED

REACHED AUDIENCE  
BY COMMERCIAL SPOTS  
**22 395 000**

INTERNATIONAL TV BROADCASTING  
**61 700 000**  
HOUSEHOLDS REACHED

MONITORED ARTICLES  
**3 885**



ADVERTISING VALUE EQUIVALENT  
**431,46 MIL CZK**

NEWS  
**53**  
PRESS RELEASES

PRESS CONFERENCES  
**14**

EVENT GUIDES CZ+ENG  
**15 000**



# DIGITAL COMMUNICATION

## SOCIAL MEDIA

TOTAL NUMBERS OF FOLLOWERS  
**102 639**

IG FOLLOWERS  
**22 010**

FB FRIENDS  
**73 562**

NUMBER OF POSTS  
**832**

NUMBER OF STORIES  
**1 632**

YOUTUBE SUBSCRIBERS  
**2 390**

OTHERS  
**4 677**

TOTAL IMPRESSIONS  
**49 613 559**

TOTAL REACH  
**37 624 550**

ENGAGEMENT RATE  
**781 522**

## EMAIL MARKETING

DATABASE  
**196 717**

NEWSLETTERS SENT  
**144**

## WEB

WEB VIEWS  
**4 383 394**

WEB VISITORS  
**853 689**



# SPORTISIMO PRAGUE HALF MARATHON 2022

## SPORTISIMO PRAGUE HALF MARATHON 2 / 4 / 2022



 **TOTAL RUNNERS**  
**9 582**

  **PHILEMON  
KIPLIMO KIMAIYO**  
**0:59:33** 

  **NESPHINE  
JEPLETING**  
**1:06:57** 



  **JIŘÍ HOMOLÁČ**  
**1:04:36** |   **HANA HOMOLKOVÁ**  
**1:20:31**



**Libor Varhaník**, chair of the Czech Athletics Association: "The Sportisimo Prague Half Marathon is an important European and world class event. RunCzech managed to survive this time, which was not easy for running. Now here we have an elite starting field before the season, thousands of amateur runners and a great organization. It is a small miracle that has been created in our small country of ten million people."





# SUPER

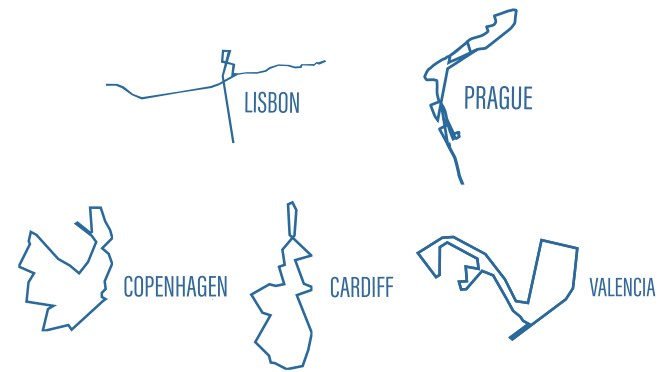
The SuperHalves is a series of the world's leading half marathons, including races in Lisbon, Prague, Copenhagen, Cardiff and Valencia. SuperHalves was the brainchild of Carlo Capalbo and Saso Belovski, invented in Prague and intended to be a premier event right in the heart of Europe.

It offers running enthusiasts the opportunity to embark on their own running/travel adventure, offering runners exclusive benefits such as guaranteed entry, special merchandise, commemorative stamps in a SuperPassport and a SuperMedal for completing the five-race circuit within 36 months.



## 36 MONTHS

TO COMPLETE



## 4 712 RUNNERS STARTED THEIR JOURNEY

## 13 000+

 Have claimed their digital SuperPassport

Czech Republic



SuperCity Prague

Run over five bridges in the capital city of the Czech Republic. One of the fastest half marathon courses in the world, which witnessed four world records. Apart from the course being fast, it is also exceptionally beautiful, as runners get to enjoy the Prague architecture and tranquility of running alongside the river, with an amazing view over the castle and almost zero meters of elevation.

As the 'City of a Thousand Spires', Prague is one of Europe's architectural gems and is an important UNESCO World Heritage Site. A fairytale city, carefully tended throughout the centuries, Prague is exciting and intoxicating, full of history, magic and finesse. All runners are beautiful.

3 "must see"



Charles Bridge



Prague Castle



Astronomical Clock

WORLD RECORD

# HALFS

### SUPERMEDAL

The much anticipated design of the SuperMedal, awarded to runners who completed the series, offered some fresh motivation to those looking to complete the series. The medal includes a name and cityscape for each city as well as an inscription of the five half marathon race routes.





# VOLKSWAGEN PRAGUE MARATHON 8 / 5 / 2022



**COMPETITIVE RUNNERS**  
**7 374**



**NOBERT KIGEN**  
2:07:54

**NON-COMPETITIVE RUNNERS**  
**2 533**



**BEKELECH BORECHA**  
2:22:56

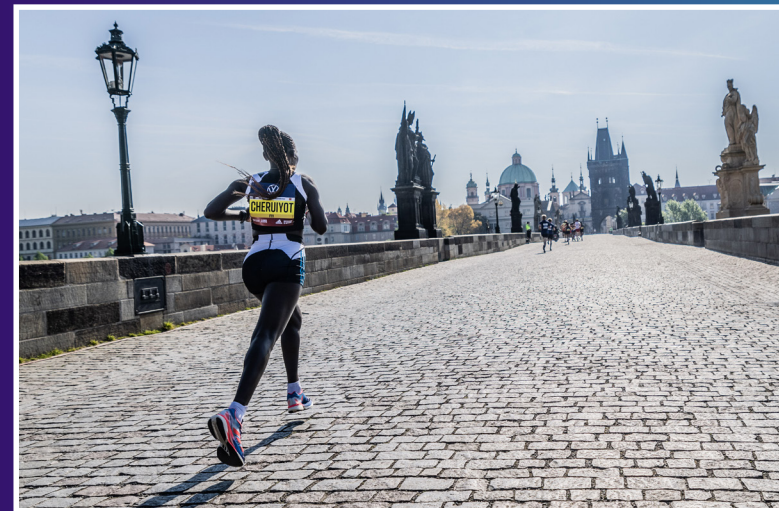
**JIŘÍ HOMOLÁČ**  
2:18:44

**MARCELA JOGLOVÁ**  
2:39:23

**Vít Šimral**, member of the Prague City Council in charge of education, sports and business support: "We know well this event is very attractive for sports-minded tourists from all over the world and promotes our city in a significant way. We always look forward to this event. Prague is open to runners from all over the world. It is sport that can bring us together."



## WHY IT'S SO COOL





# RUN FOR ALL. ALL FOR RUN.

Marathoners have always been part of a giant family, very often training together. But you have never been able to compete in partnership as a group until now.

 **1 856** RUNNERS JOINED



**WINNER TEAM GENERALI ČESKÁ POJIŠTOVNA**

## ADDING A DRAMATIC INNOVATION TO AN ANCIENT SPORT

Battle of the Teams started out featuring the world's best marathoners from Africa, Asia and Europe (including the Czech Republic). They were divided into four teams in such a way that their composite times made the various teams almost perfectly matched. And highly competitive.

It also meant that each runner in the team could have a profound effect on the outcome of the race. Even the slowest member of the team. Following the huge success of Battle of the Teams featuring only elite runners, we decided this was an event that would provide a thrill to all marathoners of all abilities.

# HOW IT WORKS

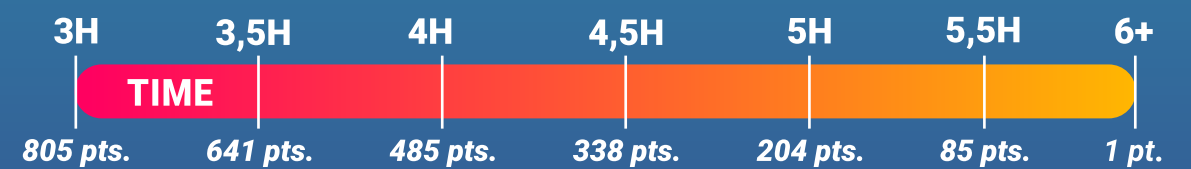
## 6 TEAMS



**4 PRO-ATHLETES** 

**2 BENCH RUNNERS** 

**ALL RUNNERS** 



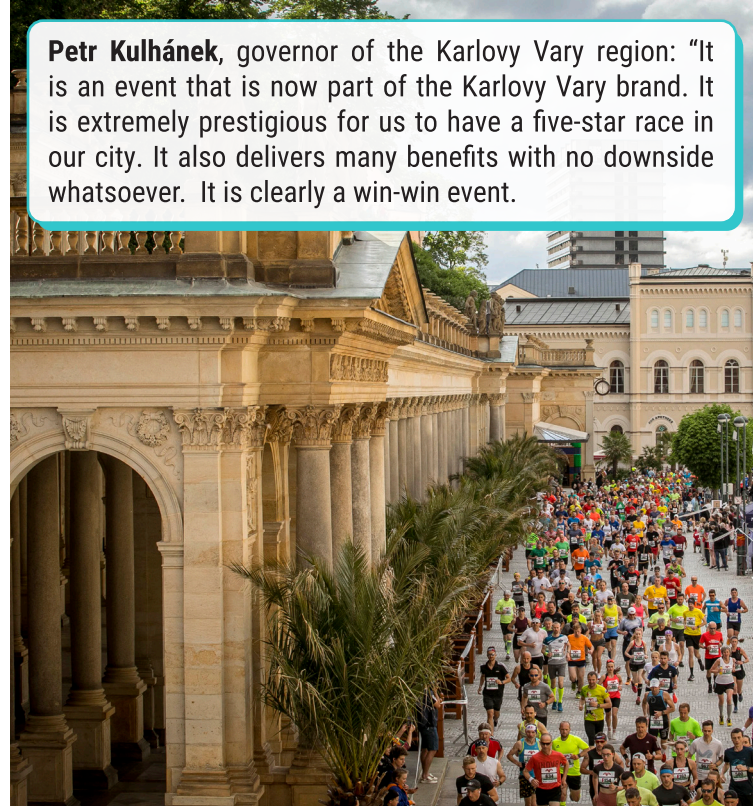
YOUR TEAM RECEIVES THE POINTS ACCORDING TO YOUR FINISH TIME BASED ON RUNCZECH RUNNING LEAGUE ALGORITHM  
**YOU CAN MAKE THE DIFFERENCE!**

“  
 BENCH RUNNERS' TIME COUNT ONLY IN CASE ONE OF THE PRO-ATHLETES IS NOT ABLE TO FINISH THE MARATHON  
 ”



# MATTONI KARLOVY VARY HALF MARATHON

## 21 / 5 / 2022



**Petr Kulháněk**, governor of the Karlovy Vary region: "It is an event that is now part of the Karlovy Vary brand. It is extremely prestigious for us to have a five-star race in our city. It also delivers many benefits with no downside whatsoever. It is clearly a win-win event."

**COMPETITIVE RUNNERS**  
2 857

**NON-COMPETITIVE RUNNERS**  
1 407

**VÍT PAVLIŠTA**  
1:08:16

**PETRA PASTOROVÁ**  
1:17:41

# MATTONI OLOMOUC HALF MARATHON

## 18 / 6 / 2022



**COMPETITIVE RUNNERS**  
4 531

**NON-COMPETITIVE RUNNERS**  
1 814

**VITALIJ SHAFAR**  
1:05:31

**VALERIA ZINENKO**  
1:12:57

**Miroslav Žbánek**, Mayor of the Statutory City of Olomouc: "It's always a big event for the city and also for the region itself. I am glad that I will also be a part of this exceptional sports event, because I run a family run with my whole family."



**Ivo Moravec**, deputy mayor of České Budějovice: "I don't know how the organizers do it, but they always arrange beautiful weather for this race. I would rather welcome the rain and colder weather, but I understand that the sun and heat are better for the atmosphere."

# MATTONI ČESKÉ BUDEJOVICE HALF MARATHON

## 4 / 6 / 2022



**COMPETITIVE RUNNERS**  
2 327

**NON-COMPETITIVE RUNNERS**  
1 377

**VÍT PAVLIŠTA**  
1:08:18

**TEREZA HROCHOVÁ**  
1:12:04

# UNICREDIT PRAGUE RELAY 4 X 5

## 23 / 6 / 2022



**COMPETITIVE RUNNERS**  
3 600

**NON-COMPETITIVE RUNNERS**  
200

**WINNER TEAM: KALOKAGATHIA ALIANCE** 1:01:40

**2<sup>ND</sup> PLACE ADIDAS RUNNERS SPEED** 1:05:01

**3<sup>RD</sup>: OTC VLČÁCI** 1:08:04



**Pavel Pafko**, surgeon professor: "Almost four thousand people participate in this relay, but then there are thousands more for whom this race can be a turning point and a huge motivation to go for a run tomorrow too. I really admire and applaud anyone who can do this, start running and do something for their health."



# BIRELL PRAGUE GRAND PRIX

## 3 / 9 / 2022



## BIRELL IOK RACE

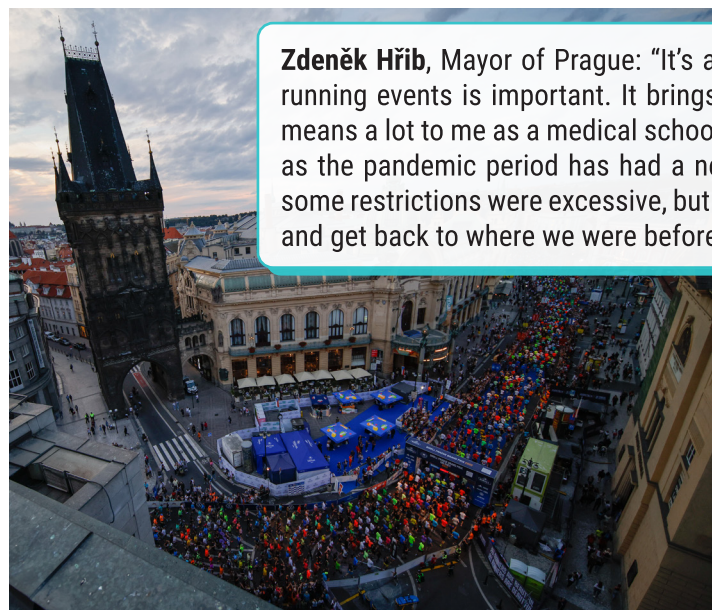
**HICHAM AMGHAR**  
0:27:24



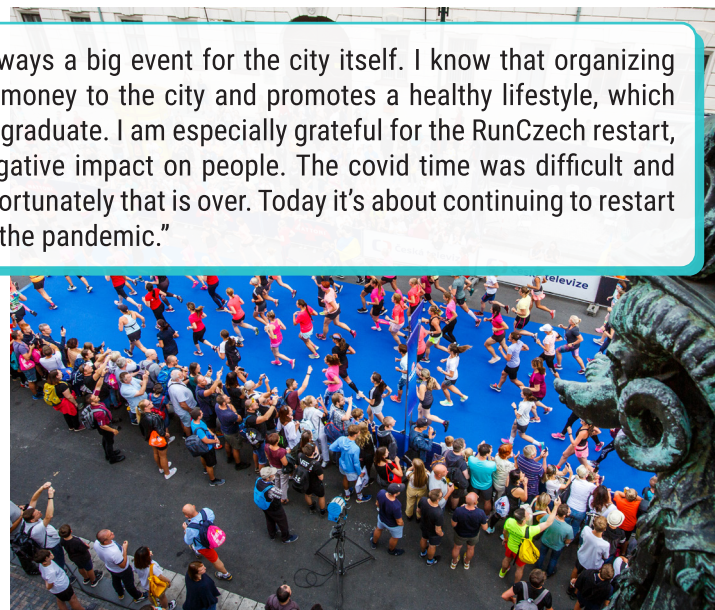
COMPETITIVE RUNNERS  
**5 422**



**IRINE CHEPET CHEPTAI**  
0:30:16



**Zdeněk Hřib**, Mayor of Prague: "It's always a big event for the city itself. I know that organizing running events is important. It brings money to the city and promotes a healthy lifestyle, which means a lot to me as a medical school graduate. I am especially grateful for the RunCzech restart, as the pandemic period has had a negative impact on people. The covid time was difficult and some restrictions were excessive, but fortunately that is over. Today it's about continuing to restart and get back to where we were before the pandemic."



## ADIDAS WOMEN'S RACE 5 KM

COMPETITIVE RUNNERS  
**1 837**



**Jitka Nováčková**, model and influencer: "I didn't know if I could handle the course. I wasn't feeling well all day, but even though it was challenging for me this time, it was an unforgettable experience. Fantastic energy, beautiful weather, romantic Prague, simply amazing."



# MATTONI ÚSTÍ NAD LABEM HALF MARATHON

## 17 / 9 / 2022



**Petr Nedvědický**, the mayor of Ústí nad Labem: "For our city, it is the highlight of the sports season and a cultural event at the same time. It is the only event in our city where ten to twelve thousand people gather on the square."

COMPETITIVE RUNNERS  
**2 066**



NON-COMPETITIVE RUNNERS  
**1 305**



HANDBIKE:  
**19**



**SEBASTIAN HENDEL**  
1:02:52



**VALERIA ZINENKO**  
1:10:55



# MATTONI LIBEREC NATURE RUN

## 15 / 10 / 2022



COMPETITIVE RUNNERS  
**1 507**



NON-COMPETITIVE RUNNERS  
**600**



12 KM



**JÁCHYM KOVÁŘ**  
41:07



22 KM



**VÍT PAVLIŠTA**  
1:18:32



**TEREZA NOVOTNÁ**  
1:35:44



**Martin Půta**, Governor of the Liberec Region: "The view of the landscape from the hills above Liberec is breathtaking. The Liberec region has been supporting sports for a long time. I am glad that we can also support this race, which will undoubtedly bring many pleasant sporting experiences to active runners. I thank all the participants of this year's Mattoni Liberec Nature Run and the organizers for their work."



# ADIZERO ROAD TO RECORDS 2022

In 2021, RunCzech was invited to co-organize an innovative running event at adidas headquarters in Germany featuring the best pro athletes in the world, all eager to surpass their personal bests. Thanks in large part to Carlo Capalbo and the RunCzech team, the ROAD TO RECORDS was once again a huge success.



PRO-ATHLETES  
120+



NATIONALITIES  
18



EUROPEAN RECORD (5K ROAD MEN 0:13:14)  
1

NATIONAL RECORDS  
9



ETHIOPIA



UGANDA



TURKEY



BURUNDI



KENYA



BAHRAIN



ERITREA



ITALY



ITALY



WORLD LEADS  
3

## NAPOLI CITY HALF MARATHON 26 / 2 / 2022



COMPETITIVE RUNNERS  
3 971

ITALIAN NATIONAL RECORD



CRIPPA YEMANEBERHAN  
59:26



CHEPKIRUI GLADYS  
1:08:09



**Yeman Crippa**, winner of NCHM 2022 with new Italian record: "It was an important moment for all of Italian athletics and for me too. I gave it my best. Naples is beautiful, with cheering crowds as we raced all along the course. It has been three wonderful days for me."

## LA PANORAMICA 27 KM 4 / 12 / 2022

PANORAMICA 27 KM



COMPETITIVE RUNNERS  
1387

SORRENTO



NON-COMPETITIVE RUNNERS  
183

POSITANO



NON-COMPETITIVE RUNNERS  
157

The Ultramarathon could not be staged this year because of course restrictions.



**Massimo Coppola**, mayor of Sorrento: "It was a beautiful day of sport and I was delighted to see in Sorrento people who came from all over the world. Guests who were able to appreciate our territories, our roads, as the views alleviated the fatigue felt by the runners."



# DM FAMILY RUN



Our traditional dm family run motivated thousands of children and their family members to start running in the 2022 season. The roughly 3K route turned out to be manageable by the youngest runners as well as active seniors.

Thanks to dm drogerie markt, these non-competitive runs were integrated into the main races, allowing the children to experience the unique atmosphere surrounding international events.

It has long been RunCzech's mission to motivate the young generation to move and to infuse them with a passion for running and a healthy lifestyle. And projects like these make it possible.



**PARTICIPANTS**  
**8 529**



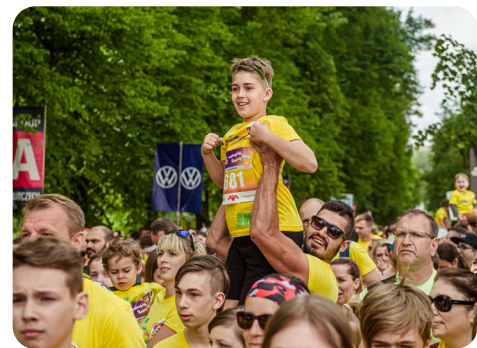
**NUMBER OF EVENTS**  
**7**



**Lucie Kozlová**, deputy governor of the South Bohemian Region: "I am very glad that through this event, we can motivate children to move. Sports are important in life. We are happy to support this race."



**Markéta Záleská**, deputy mayor of the city of Olomouc: "We try to support physical activities of all age groups. This year we added something new, as we launched the Sportuje celá Olomouc project which includes many different events. The dm family run and the half-marathon are of course part of it."



# SPECIAL PROJECTS & COMMUNITIES



# RUNCZECH RACING



RunCzech Racing is a professional sports team that is about much more than just amazing performances. Our athletes are here to inspire others to follow in their footsteps, to live healthier, happier and more active lives. The same way the legendary Emil Zátopek did for so many. We are dedicated to the development of young athletes, community ties and sporting excellence.



## SUCCESSSES IN 2022, ALUMNI INCLUDED



## OVERALL SUCCESSSES



# RUNNING MALL

## RUNNING MALL

RUNCZECH TRAINING CENTER

Our running center provides complete support for every single runner and runner-to-be! It's a place where you can train, learn, improve, enjoy, relax and make new friends at many of our events! We connect active people locally and internationally creating a space that merges wellness and networking. Regardless of experience, we are here to help runners reach their goals and set new ones. We are determined to build a running community where all runners are beautiful. A safe space where everyone is equal no matter their experience, age, size, culture or race.



## ENERGY AT WORK

RunCzech offers a platform to help your work teams move and diversify their everyday working day. Getting involved is very simple and we are ready to prepare a tailor-made program that would suit your needs the most. This program is great for everyone who has difficulties leaving the work chair. Our coach comes straight to your office.

## VALENTINES RUN



Our Valentines Run is a fun, festive pre-season event. It is for everyone, no matter their level of experience. It's a short 5K course that meanders through the beautiful Stromovka Park in Prague. The event is always organized to support a good cause in cooperation with a charity or other non-profit organization.



## RUNCZECH STORE

There is no better location to buy running gear than at the biggest running professionals place in Czechia.

With more than a quarter century of experience in organizing running events and teaching the community to run, we offer advice on choosing the proper running shoes, clothes and accessories that make running a joy.



# MATTONI FREERUN

MATTONI  
FREERUN

Mattoni FreeRun is a seven year old program of ours that has created more than ninety five-kilometer tracks throughout the Czech Republic. The project was created mainly for beginner runners who were just getting to know running. But it turns out to have been a blessing for runners of all levels, all over the Czech Republic, offering free access to certified and safe routes under the guidance of professional coaches. Over time, a running community was created connecting runners across the country.

We do not take the professionalism of coaches lightly. That is why MFR issues official coaching licenses and provides training for coaches every year.



CERTIFIED RUNNING TRAILS  
THROUGH OUT THE CZECH REPUBLIC

95



MFR  
COACHES

59



RUNNERS  
12 981



PRE-RACE RUN  
8

## SPECIAL EVENT AT KARLOVY VARY INTERNATIONAL FILM FESTIVAL

Mattoni FreeRun was part of the 56th Karlovy Vary International Film Festival where a sports day was hosted for the first time in the history of the festival. Visitors could enjoy 5km runs under the guidance of an MFR coach, or a yoga and stretching lesson, which is, of course, an integral part of every runner's training.



## RUNNING CAMP

A running camp was held in the Beskydy Mountains for all MFR coaches in August.

Instruction was provided by the following professionals: Jiří Žaloudík (fitness coach), Petra Pastorová (pro athlete), Jun Tanabe (athletics professor from Japan).

# JUNIOR MARATHON CHAMPIONSHIP



24<sup>th</sup> edition was dedicated to Emil Zátopek and brought a novelty of semifinals at the athletic stadiums.

Since the start in 1997, JMC is the biggest sports event with focus on students and their teachers.

There is a clear goal. Junior Marathon Championship is here to motivate teenagers and young adults towards healthy lifestyle and spark a passion for running. The highlight of JMC is definitely the finale held as part of the Volkswagen Prague Marathon. Students can experience the electrifying atmosphere of quality international event, running back to back with the world class pro athletes. The project welcomes thousands of students every year.

## HOW DOES IT WORK?

THE RACE IS A RELAY

EACH TEAM CONSISTS OF 10 MEMBERS

AT LEAST 3 TEAM MEMBERS MUST BE GIRLS

EACH MEMBER RUNS 4,2KM

THE COURSE DISTANCE IS 42,195 KM

THE EVENT IS FREE FOR ALL PARTICIPANTS



JUNIORS  
12 147



HIGH SCHOOLS  
120



SEMIFINALS  
13





# RUNCZECH ANYWHERE

**RUNCZECH**  
anywhere



RunCzech Anywhere is a unique project that was created to grow and support the running community during the pandemic when mass participation events were considered a health hazard, and runners were left with no races to run. The solution was to go virtual.



RC Anywhere includes every competitive event staged by RunCzech throughout the Czech Republic and Italy. And it allows runners to compete (virtually) in any RunCzech race. There is even a virtual Expo featuring partner merch and deals. And medals awarded to participants.

Since the event was created more than ten thousand runners have participated. Some, completing the races in real time. And others completing their courses over several weeks, returning to the app again and again.



# VOLUNTEERS

**RUNCZECH**  
volunteer

Volunteers are essential to the success of every RunCzech event.

They work the refreshment stations. They stand by to help at the start and the finish lines. They help secure the comfort and safety of the runners as well as the fans. And they help guide thousands upon thousands of spectators who are trying to navigate their way at every stage of the course.

It's a massive job requiring more than 6,000 people. People who believe in what we're doing here—bringing people together and promoting a healthy lifestyle.

**We tell you this sincerely: no volunteers? No race.**



**VOLUNTEERS**  
**6 048**



**CHIEF VOLUNTEERS**  
**198**





# THE IMPORTANCE OF LOYALTY

RunCzech operates like many other successful businesses, with the understanding that we have to constantly expand our customer base, but knowing that it's easier to retain customers (in our case, runners) than to attract new ones. That's why we invest so much energy and time maintaining constant contact with people who have run with us before. And developing our various loyalty programs:

## RUNCZECH STARS



RunCzech Stars are runners who complete all of our races in a single season. They receive a special medal at the end of the season. They receive special recognition in our race-day magazine. And they provide assurances to us, that we have created something special here. Races worth running.



RUNNERS COMPLETED ALL OF THE RACES IN 2022

115

## RUNCZECH KINGS AND QUEENS

RunCzech Kings & Queens are honored members of the RunCzech family. And their status improves with every RunCzech marathon they run. Bronze for six marathons. Silver for 10. And Gold for 15. They are rewarded with discounted entry to all RunCzech races. And Gold members run for free.



TOTAL KINGS & QUEENS

1721



NEW RUNCZECH KINGS & QUEENS IN 2022

165

BRONZE  
108

FINISHED 6 PRAGUE  
INTERNATIONAL  
MARATHONS

SILVER  
37

FINISHED 10 PRAGUE  
INTERNATIONAL  
MARATHONS

GOLD  
20

FINISHED 15 PRAGUE  
INTERNATIONAL  
MARATHONS



AWESOME KING WHO COMPLETED ALL 26 MARATHONS AND ALREADY SIGNED UP FOR NEXT YEAR.

## RUNCZECH RUNNING LEAGUE

Our RunCzech Running League divides runners according to their genders, but also according to their occupations. This not only makes the races more fun, it vastly improves participants' chances of finishing their race as a champion! And it makes the races that much more attractive. Our specially-created algorithm levels the field for women. And it means that anyone can be the fastest baker, lawyer, executive, whatever in the country.



PARTICIPANTS IN RUNCZECH RUNNING LEAGUE

17 716



WINNERS IN PROFESSION CATEGORIES

63

# CHARITY

RunCzech cooperates with 24 non-profit organizations and with Nadace Partnerství during individual races and also throughout the year. The aim is to support great projects that are focused on various charitable goals. This is a trend that is spiking around the world.

More and more runners want to run in support of a cause. And RunCzech is giving them that chance.



GOOD CAUSE RUNNERS

1755



CHARITIES/NON-PROFITS

24

## HIGHLIGHTS OF THE SEASON

### Marathon Alley

For the past 17 years, RunCzech has been building a monument to running. Marathon Alley. It's a collection of **4,220 trees** planted in support of runners. And it's designed to show how much we believe in preserving Nature for the benefit of runners, and for everyone who appreciates the beauty of being outdoors. This year, we are making a final push to complete the project which has been a labor of love for us—planting the final 497 trees.



RUNNERS SUPPORTED THE PROJECT

555



PLANTED TREES

258



KM OF TREE  
37,2 KM



ONLY  
497 TREE LEFT!

### Half Marathon Caterpillar

In 2022, a group of 10 women triumphed in the most bizarre category we've ever invented: Fastest Half Marathon Completed in a Group Costume."

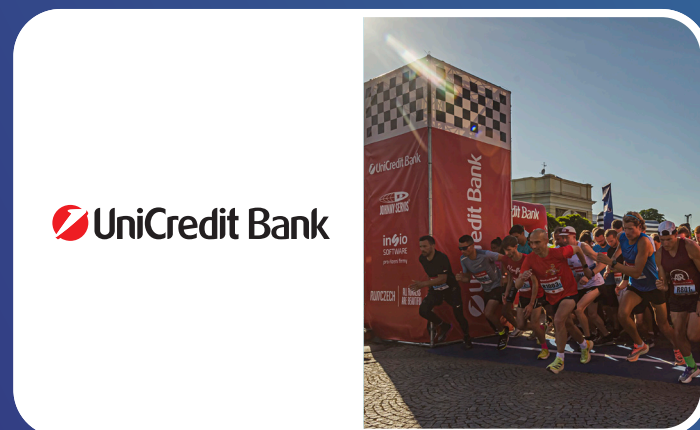
They completed the Sportisimo Prague Half Marathon to support children with health problems. And they are now also record holders in the category. They have enshrined themselves forever in the RunCzech record books. And they gave us all a good laugh in the process.





# A BIG THANKS TO OUR PARTNERS

## TITLE PARTNERS



## PATRONS



## OFFICIAL PARTNERS



## OFFICIAL MEDIA PARTNERS



## MEDIA PARTNERS



## PARTNERS



## SPECIAL PROJECTS





# PLANS FOR 2023

## LET'S CELEBRATE!

**10<sup>TH</sup>** EDITION OF MATTONI KARLOVY VARY HALF MARATHON

**10<sup>TH</sup>** ANNIVERSARY OF RUNNING MALL

**25<sup>TH</sup>** EDITION OF JUNIOR MARATHON CHAMPIONSHIP

## QUALITY FIRST

As organizers of running events we are committed to delivering the best quality races and services for runners. That is why we are so proud to announce that ALL of the RunCzech races in the Czech Republic and in Italy have been awarded World Athletics Road Race labels. The Prague Marathon, Prague Half Marathon and Birell 10k Race even received World Athletics Elite labels.



## RUNCZECH APP

It's been 5 years since we released our first version of the RunCzech app. In 2023 we are planning to update the app, making it more useful, more informative and creating a more satisfying user experience.

## DM FAMILY MILE

With the growing popularity of 1-mile runs, our dm Family Run evolved with the times. What's more, we added fun new divisions for the run—parents with prams or small children. A seniors category. And a new competitive category which we call, Young Stars. Kids compete in three different age groups: 10 – 12, 13 – 14, and 15 – 16. For this category we provide official timekeeping service and celebrate the victors with a full-scale award ceremony.

## EUROHEROS

The project that has been on hold for 3 years is coming back in 2023 stronger than ever!

EuroHeroes celebrates the greatness of European athletes by honoring European champions at each of our regional races. Mattoni Karlovy Vary Half Marathon, Mattoni České Budějovice Half Marathon, Mattoni Olomouc Half Marathon and Mattoni Ústí nad Labem Half Marathon.

## RUNCZECH RACING

The RunCzech Racing team has been here since 2014, bringing together professional athletes and everyone who loves running. In 2023, we plan to explore new ways of bringing even more young and talented athletes to the Czech Republic. And finding new opportunities of using our elite athletes to promote the sport of running throughout the Czech Republic and the world.

## BATTLE OF THE TEAMS

This unique concept revolutionized the world of running by connecting pro-athletes with all other marathon participants. The third edition of this amazing event, still in its infancy, is picking up speed and inspiring more interest all the time. Making every runner a factor in the outcome of the race makes them more invested in it and, incidentally, in the people who support it.

# CALENDAR **2023**

**RUNCZECH** | ALL RUNNERS ARE BEAUTIFUL



**NAPOLI CITY  
HALF MARATHON**  
26. 2. 2023



**UNICREDIT  
PRAGUE RELAY**  
4 X 5 KM  
27. - 28. 6. 2023



**PRAGUE  
HALF MARATHON**  
1. 4. 2023



**BIRELL  
10K RACE**  
2. 9. 2023



**PRAGUE  
INTERNATIONAL  
MARATHON**  
7. 5. 2023



**adidas WOMEN'S  
RACE 5 KM**  
2. 9. 2023



**MATTONI  
KARLOVY VARY  
HALF MARATHON**  
20. 5. 2023



**MATTONI  
ÚSTÍ NAD LABEM  
HALF MARATHON**  
16. 9. 2023



**MATTONI  
ČESKÉ BUDĚJOVICE  
HALF MARATHON**  
3. 6. 2023



**MATTONI LIBEREC  
NATURE RUN**  
12 KM | 22 KM  
30. 9. 2023



**MATTONI  
OLOMOUC  
HALF MARATHON**  
17. 6. 2023



**SORRENTO POSITANO  
PANORAMICA 27 KM  
ULTRAMARATHON 54 KM**  
3. 12. 2023



# ALL RUNNERS ARE BEAUTIFUL

**THIS IS WHAT WE BELIEVE. THIS IS WHAT SETS US APART. THIS IS OUR GUIDING STAR.**

When we came up with ALL RUNNERS ARE BEAUTIFUL, it changed us. We became more than a collection of races. More than a company. We became an advocate, a champion of running. We became a voice that called out to millions of runners around the world, letting them know that we love them unconditionally. That we respect the hell out of them for lacing up a pair of shoes, and pushing to make themselves a little better. A little stronger. That's what victory is, in our minds. Not winning, necessarily. But doing. And enjoying.

Running is a joy. That's the message here. And everyone who's willing to participate in this perfect, beautiful sport –young, old, big, slim, fast, or slow– is welcomed. Is loved. Is beautiful.

ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone –and we do mean everyone– to the wonderful world of running. To a world of fitness and fun and friendship. ALL RUNNERS ARE BEAUTIFUL is a giant banner that every runner, in every running shoe, at every running event in the world can march under.