



PRESS RELEASE
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WOMEN'S CHALLENGE HEADING IN THE RIGHT DIRECTION

Prague/ Women's Challenge is heading in the right direction with just four weeks to go before its heroines face the first highlight of the season - the Hervis Half Marathon in Prague. The thirteen chosen finalists met for the second time in the project, which is now in its third year and which seeks to motivate women of all ages, educational backgrounds, performance categories and regions.

The ladies spoke about their experiences and subsequently took off together on a light jog through to the Prokop valley. For this event they were also given a full set of running gear and footwear from adidas, water from Mattoni and a cosmetics pack from MF Dnes.

"You can really see how they are giving it their best shot, and on top of this, they are revealing their own experiences in public, and that's not easy. Our common aim is to promote an active healthy lifestyle. And I can see a lot of positive responses coming through in this area, especially from men" says Miloš Škorpil who is working in the role of coach for the group. He compiles their training plans, offers consultations for alterations and deals with any problems resulting from any heavy strains sustained during preparation.

Most of the women already have their first competition experience behind them, having run the Palestra Kbeslka 10 k in Prague last Saturday. *"I kept up with the pace-maker with a time of 55 minutes and in the end even overtook him. I was unbelievably proud of myself and sensed a kind of happiness for the first time in a long while"*, said Iva Kubešová, 38 year old mother of two, having taken up running around her home in Mala Strana Prague after her partner left her.

Meanwhile Jana Štěchová from Bílina has been running with her husband after deciding to join him in his passion for the so as to spend more time together. *"They were flirting with each other on the course, seeing it as a kind of date"* commented Kateřina Jacques, former politician, all the while grinning. She had a near miss with a herd of deer passing the participants on the road on the outskirts of Prague. *"It has brought about a change in how I see the world and has turned my life around. Running is now the focal point"*, added mother of three children aged six to eight-teen years.

Blanka Zbořilová rode a mountain for a long time. *"I have a new dog who can't manage running with me with bike. But he's fine as a running partner, hence why I run"*, revealed the doctor hailing from Karlovy Vary who is preparing for a marathon, aged 53.



Zdeňka Matoušková is meeting her training plan which amounts to around seventy kilometres a week, together with her baby carrier into which she packs her two-year old daughter, Eliska along the hills of the Central Bohemian Vranov. She doesn't have any one to look after her... since her husband was shot dead by a thug at a petrol station. All this happened just a few days before he was supposed to be running the marathon as a member in a relay. I was offered the chance to replace him and so decided to go for it. *"The more I ran, the fewer anti-depressants I had to take"* she admits.

And the stories go on. Each runner has their own particular story to share.

Aside from running, they have also made friends and together regularly exchange experiences and spur each other on. *"I go running together with a group in Stromovka Park. I wouldn't have believed I had it in me at my age to start something like this"*, another fifty year old, Věra Dudová from Prague, proclaims enthusiastically.

At the end of the running season, the commission will select a winner for the Women's Challenge 2012 who will get to loan out a Volkswagen car. They will also be electing a Miss Likeable. *"We don't get to run much but the women have our full support and we really admire what they are doing"* their two patrons, ambassadors of adidas, beach-volleyball player, Kristýna Kolocová and Markéta Sluková said, offering up their encouragement. Incidentally, these two are almost certain to participate in the London Olympics 2012.

Get the latest news on the project on www.praguemarathon.com

Ends

Prague International Marathon spol. s r.o. / tempo team prague s.r.o.

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Notes for editors:

Prague International Marathon spol. s r.o.

Prague International Marathon spol. s r.o. ("PIM") was set up in 1995 by Carlo Capalbo, President of the Company with the aim of organising a large-scale international marathon on the streets of Prague. A total of 958 runners made it to the start line of that first race. Since then PIM's activities have burgeoned into a whole series of running events referred to as the PIM Running series. In 2011 over 60 000 competing runners from all over the world participated in races as part of the PIM Running Series. The Volkswagen Marathon ranks among the top 10 marathons in the world held in one of the most beautiful settings and becoming the 7th fastest in the world in 2010 (with Eliud Kiptanui completing it in 2:05:39). As of 1999, PIM also organises the Hervis Prague Half Marathon along with races over shorter courses, the Mattoni Prague Grand Prix.

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Races organised by PIM are sponsored by some of the largest investors in the Czech Republic, Volkswagen, adidas, Hervis and Mattoni. The whole organisation and atmosphere of the races has drawn a crowd of resounding names in the athlete world to the Czech Republic (Haile Gebrselassie, Stefano Baldini, Paul Tergat, Moses Tanui and Antonio Pinto) not to mention thousands of visitors.

PIM also stands as one of the few race organisers in the world to hold a collection of 3 IAAF awards: the IAAF Road Race Silver Label for the METRO 10km Race as well as the IAAF Road Race Gold Label for the Hervis Prague Half Marathon and the Volkswagen Prague Marathon.

tempo team prague s.r.o.

The term "tempo" is an acronym for "The European Marathon Promotion Organization", which focuses on developing marathon races along with other running events in Europe. The tempo team company was set up in 2000 by a group of experts and sporting enthusiasts.

tempo team's activities entail concept creation, brand building, marketing as well as the actual organisation of sporting events. Right from the start, tempo team has played a key role in organising the Prague Marathon as well as developing the PIM Running Circuit. For the purpose of holding the Volkswagen Olomouc Half Marathon, tempo put together a special team of experts furnished with fifteen years experience in the area of organising running events. The first ever Volkswagen Olomouc Half Marathon was held in 2010 and signified the first race the tempo team organised outside of Prague. In 2011 a further race was added to the series, the Volkswagen Ustí Half Marathon taking place last September.