



PRESS RELEASE
20.12.2012

Prague International Marathon and Shanghai International Marathon have signed an agreement on mutual support for developing world-class distance races

At an evening before the 17th Shanghai International was held, Li Yuyi, President of the Shanghai Sports Federation, representing the organizing committee Shanghai International Marathon, and Markus Hermann, Member of the Advisory Board of Prague International Marathon, have signed a comprehensive Letter of Cooperation between the two organizations. The importance of signing this agreement was underlined by the presence Mr. Xue Chao, Deputy Secretary General of Shanghai Municipal People's Government, and Mr. Michal Kuzmiak, Consul General of the Czech Republic in Shanghai.

The agreement includes the exchange of know in the technical, marketing, and international promotion areas as well as cooperation regarding elite runners. Both sides intend to support the attendance of runners from their country at either race.

'World class distance races do not only bring together people from all over the world who share the idea of peaceful competition and healthy live-styles, they also enhance the image of the hosting cities. We look forward to welcoming the delegation from Shanghai at our [Volkswagen Prague Marathon](#), which will take place on 12 May 2013',- said Markus Hermann. Both Prague and Shanghai are very attractive tourist destinations due to their historical and cultural heritage.

'We are very pleased to have signed this cooperation agreement with Shanghai. This is another milestone in developing closer ties between China and the Czech Republic and to promote the cooperation on the wonderful topic of mass distance running' said Michal Kuzmiak.

The booth of Prague International Marathon at the Shanghai Marathon Expo found a lot of interest among the Expo visitors that included runners from 76 nations.

The 17th Shanghai Marathon featured a number of new records, first, with 18,000 competitive and 12,000 non-competitive runners the highest attendance in history. This was also due to the new course that leads now through some of the historical and most scenic areas of the 25 million metropolis. Also, both the men's and women's course record were broken.

Both organizations are members of the Association of International Marathons, AIMS.

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

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Notes for editors:

RunCzech.com

The RunCzech.com running series emerged in 2012 as a joint project (organised by Prague International Marathon and tempo team prague companies) uniting mass-participation long-distance runs taking place at attractive locations around the Czech Republic. Alongside three main races taking place in Prague, the initiative also boasts running events in a variety of regions. Such events draw attention from local runners as well as foreign tourists. All of them are able to merge their passion for running with travel experiences. Organisers of the RunCzech.com running series have secured themselves a total of four IAAF Road Race Label Awards, attesting to the overall quality in terms of organisation.

In 2013, RunCzech.com will comprise the following races: Hervis Prague Half Marathon (6th April), Volkswagen Prague Marathon (12th May), Mattoni Prague Grand Prix (7th September), České Budějovice Half Marathon (8th June), Olomouc Half Marathon (22nd June), Ústí nad Labem Half Marathon (15th September) plus a completely new race – the first edition of Karlovy Vary Half Marathon (25th May). In 2012, as part of the RunCzech.com series, a total of 34 346 runners took part in competitive runs. A special point system has also been created for this, allowing results from completed races to be measured in categories according to age and profession. The running series should be completed in 2014 by adding one more race in another city and at this point organisers hope to attract over 81 000 runners.

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 the Volkswagen Prague Marathon attracts over 9000 participants and 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 Prague half-marathon along with races over shorter courses, the Grand Prix.

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.

RunCzech.com events hold a collection of 4 IAAF awards: the IAAF Road Race Silver Label for the Men's 10 km METRO Run as well as the IAAF Road Race Gold Label for the Hervis Half Marathon Prague and the Volkswagen Marathon Prague; in 2012 Olomouc Half Marathon was awarded by the IAAF Road Race Silver Label.

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 series. For the purpose of holding the Olomouc Half Marathon, tempo put together a special team of experts furnished with fifteen years of 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 Usti





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Half Marathon taking place in September 2011 and in 2012 the Mattoni Budějovice Half Marathon taking place in June.



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