



RUNCZECH

PRESS RELEASE

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WORLD HALF MARATHON RECORD HOLDER, TADESE IS NOT AFRAID OF THE PRAGUE COLD

Brace yourselves to witness an assault on the world record this coming Saturday. The prime candidate to smash this is world record holder, Zersenay Tadese from Eritrea “ I don’t feel the weather conditions will be so limiting,” he said on arriving in Prague yesterday. “I’m feeling strong,” he added confidently.

Now entering its fifteenth year, The largest Czech running race has already managed to break one record; that of participation figures. This year 12,500 runners from 82 countries will take part in the race, amounting to an increase of fifteen hundred compared to last year. You will be able to hear the traditional sound of the starting gun this Saturday at noon by the Rudolfinum on Jan Palach Square.

“We’ve got between six and eight runners capable of running the race in under one hour while the line-up of women runners is also really impressive. You could say we have the strongest list of top runners ever this year,” Manager of elite runners, Jana Moberly revealed.

Originally a cyclist, 31-year old Tadese began running at school thirteen years ago. He soon found his way into the selection representing his country in cross-country running, subsequently scooping a Bronze medal in the 10,000 metres at the Athens Olympics in 2004. He smashed the world record in the half marathon distance with a time of 58:23 three years ago in Lisbon. “It was warmer then,” the big Real Madrid fan commented, smiling on recalling the event. After the record the team invited him to a training session, and presented him with a signed kit. He frequently trains in Madrid though he has spent the past five weeks in Arica training at 2300 metres above sea level.

“I want to run the best I can, I’m feeling great and am in great shape. I don’t feel any pressure from around me, and know Tadese well,” former record holder of the Prague race, the Kenyan born Philemon Limo claims. “Being able to run alongside the world record holder is pretty inspiring. I already got to witness his performance at the World Championships in Kavarna, but only as a spectator. This time it’s going to be more powerful.”

The race draws attention from all over the athletics world. “It has maintained its superior race quality for years now. It’s one of the best races anywhere in the world, if not the best. I’m looking forward to enjoying it as a spectator. I’ve also brought several race organisers from around the world with me to allow them the chance to learn from this race,” revealed



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Paco Borao, President of the Association of International Marathons and Distance Races, AIMS.

Sean Wallace-Jones from the International Association of Athletics Federations only confirms this statement: "There are only two organisations who can boast five IAAF Quality Labels. This places the Czech Republic at the top of world athletics."

In response to this praise, Chairman of the Czech Athletics Federation, Libor Varhaník had the following to say: "Hearing such praise about a race which we are so proud of is fantastic. Despite the wind, it continues to hold on to the top spot. But let's hope the wind eases off for the race on Saturday."

"Prague really appreciates being able to host such a top quality half marathon," said Pavel Richter, Deputy Mayor of Prague who will also be taking part having set himself the limit of running the race in under 1:30 hours.

As the title partner of the race, Hervis also joined in on commending the success of the race. "We've got two relays and a further eight individual runners completing the whole course," said Hervis CEO Luděk Semrád attesting to the fact that the support of his company is not merely of a business nature, but also part of the company culture.

Race director, Václav Skřivánek also pointed out an interesting new feature of the race learned from the ING New York City Marathon. "Right up until the end of the race, you can leave your old clothes which we'll then collect and donate to the Salvation Army. We'll have a larger amount of warm tea available on the course as well as thermal blankets." As regards the course, it remains unchanged from last year aside from one modification in Holešovice where runners will turn back through Jateční Street.

"The whole organising team has shown commitment throughout and is charged with positive energy. And the same can be said of our runners. You may at times feel tired and want to give up. Providing you are able to overcome this feeling, however, you will come away from the race having experienced something even greater. Seeing the joy on the faces of runners as they approach the finish line is the best thing about it for us. We're looking forward to that amazing feeling of watching the first as well as last runner cross the finish line. Because at the end of the day, they are equally important to us," said Carlo Capalbo, Chair of the Organising Committee.

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Notes for editors:

The RunCzech running league

The RunCzech running league brings together all the prestigious Prague races organized under the Prague International Marathon heading, along with races in selected regions of the Czech Republic organized by tempo team prague, and collectively known as the RunCzech races. This series of races spanning the whole Czech Republic allows all those involved to combine their passion for running with a love for travel.

During the course of 2012, 64,043 runners from all over the world took part in the RunCzech running league. This created a prestigious running ranking system for the 34,346 people participating in competitive runs allowing them to measure their results against other runners in categories according to sex, age, and the new grouping by professions.

In 2013 the RunCzech running league includes the following races:

- Hervis Prague Half Marathon (April 6th)
- Volkswagen Prague Marathon (May 12th)
- Mattoni Karlovy Vary Half Marathon (May 25th) – a new race in 2013
- Mattoni České Budějovice Half Marathon (June 8th)
- Mattoni Olomouc Half Marathon (June 22nd)
- Prague Grand Prix (September 7th)
- Mattoni Ústí nad Labem Half Marathon (September 15th)
- And the host race the Košice International Peace Marathon (October 6th)

An eighth race will be added to the RunCzech running league in 2014, at which point capacity is expected to reach 81 000 runners, completing the project.

Boasting a total of five IAAF Road Race Label awards, organizers of the RunCzech running league have received more of these accolades than any other group in the world which attests to the first-rate standards of the organization.

These awards include:

- The IAAF Road Race Gold Label for the Hervis Prague Half Marathon
- The IAAF Road Race Gold Label for the Volkswagen Prague Marathon
- The IAAF Road Race Silver Label for the 10 km Run featured as part of the Prague Grand Prix
- The IAAF Road Race Silver Label for the Olomouc Half Marathon – new in 2013
- The IAAF Road Race Silver Label for the Ústí nad Labem Half Marathon - new in 2013

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 organizing 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 RunCzech running league.

The Volkswagen Prague Marathon ranks among the top 10 world marathons taking place in one of the most beautiful locations. The 2012 race attracted 9 057 competing runners from all over the world. Since 1999 we have also been organizing the Prague Half Marathon along with the the Prague Grand Prix races over shorter courses. In 2012 the Hervis Prague Half Marathon became the year's fastest half-marathon in the world! The Ethiopian runner, Atsedu Tsegay completed it in the event record time of 58:47.

Races organised by PIM are sponsored by some of the largest companies in the Czech Republic; Volkswagen, adidas, Hervis and Mattoni. The whole organization and atmosphere of the races has drawn a number of renowned names in the athletic world to the Czech Republic (the likes of Haile Gebrselassie, Stefano Baldini, Paul Tergat, Moses Tanui, Antonio Pinto and Patrick Makau), as well as thousands of visitors.

In addition to the above events, PIM also organizes the Junior Marathon for high school students. A relay race comprised of ten member teams which initially participate in regional rounds, the winners will proceed to the





final as part of the Volkswagen Prague Marathon, scheduled for Sunday May 12th 2013.

tempo team prague s.r.o.

tempo team is dedicated to developing marathon races along with other running events held in Europe. It was established in 2000 by a group of experts and sporting enthusiasts. The term “tempo” is derived from the name of the organization “The European Marathon Promotion Organization”.

tempo team’s activities entail concept creation, brand building, and marketing as well as the actual organization of sporting events. Right from the start, tempo team has played a key role in organizing the Prague marathon as well as developing the RunCzech Running series.

tempo team is the name of the main organizer of races taking place in various regions under the RunCzech running league heading comprising the České Budějovice Half Marathon, the Olomouc Half Marathon, the Ústí nad Labem Half Marathon and most recently the Karlovy Vary Half Marathon.

