

“WHEN YOU CAN’T KEEP GOING, GO FASTER (GO CLEAN)”, A NEW PROJECT WITH A GENUINE SOCIAL OVERLAP JUST TOOK OFF.

RunCzech announces a brand new project Mattoni FreeRun – Run & Plog, which will last until the 31st of October, and plogging is the bigger picture behind. It is a unique combination of the virtual race with real running and also picking up litter. “Convincing runners to add plogging to their daily activity will be a good thing for all of us “organizers add.

Plogging was established in 2016 in Sweden, which was a needed reaction to polluted nature. The current pandemic situation made us produce millions of plastic masks and respirators, which can glut our planet for the next 100 years. Mattoni which is the title partner of the project has been doing frequent steps for improving the environment and they are also the founding member of Zalohujme.cz initiative, which strives for a circular and sustainable model of the functioning of the beverage industry.

“We deeply care about a younger generation, just like we do with project Junior Marathon Championship for last 27 years and most of our events provide social overlap and educative, innovative factor says Carlo Capalbo, RunCzech president. “Nevertheless we cannot leave out the elements of competition and challenge, thus we are happy to announce a special contest where runners will compete for the cleanest region and also for the region with most kilometers collected. We were forced to postpone a part of autumn races but this doesn’t mean a vacation to us, we want to keep motivating our runners and do beneficial things for people”.

Mattoni FreeRun – Run & Plog is available for all worldwide runners and the registration is free of charge at <https://www.mattonifreerun.com/>. The runners can choose from several distances: 5KM, 10KM, half-marathon, and marathon when both of these distances can be split into several runs. RunCzech thinks of walk lovers too, they can enjoy 5000 and 10 000 steps challenges. There are 93 5KM Mattoni FreeRun courses certified by Czech Athletic Federation in the Czech Republic, bonded with 55 Mattoni FreeRun coaches ready to help all beginners.

We are confident that by the end of the project, our country will be much cleaner and many runners will feel better.



ALL RUNNERS ARE BEAUTIFUL

CONTACT

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NOTES FOR EDITORS: ABOUT RUNCZECH

- RunCzech organizes running events in cities across the Czech Republic and in Italy, with Napoli Running, and in Japan and China supported by local entities.
- Prague International Marathon spol. s.r.o. ("PIM") was established in 1995 by Carlo Capalbo, President of the Organizing Committee, with the aim of staging a world-class international marathon in Prague.
- Nearly 1.2 million runners have participated in RunCzech events since its inception. In 2019, we welcomed over 120 000 finishers from 101 different countries.
- ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone to the world of running.
- Initiatives like RunCzech Running League and SuperHalves were created to motivate casual runners. To support elite European athletes, we created the EuroHeroes Challenge.
- RunCzech Racing is dedicated to the development of young athletes, community ties, and sporting excellence. Eight World records so far and over 150 podium finishes for our team!
- We host other events such as our Bambini Runs, Family Runs and Junior Marathon Championship to encourage youth participation.
- Our FreeRun courses form a network of running trails across the Czech Republic.
- Our Running Mall serves as the epicenter of the running world in Prague.



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