

Press Release,
Prague, 11th March 2022

RunCzech is changing the visual campaign for 2022, which was to commemorate the legendary Zátopek with the letter Z

RunCzech, the organizer of prestigious running events, decided to reduce the advertising campaign commemorating the anniversary of the legendary athlete Zátopek with the unfortunate letter Z due to the war in Ukraine. "A few weeks ago, we launched a campaign on social media and in the press to support the phenomenon of running by commemorating 100 years since the birth of Emil Zátopek and 70 years since winning his three Olympic gold medals," explains Carlo Capalbo, president of RunCzech. The advertising campaign was created by leading creatives and counted on the gradual discovery of the entire message from the unfortunate letter Z to visuals with a running legend and messages like "This season is all about Z" or "RunCzech remember". "Even though it is just a letter of the alphabet, which is supposed to remind a Czech phenomenal athlete, we do not want it to be associated with aggression and evoke unpleasant emotions," adds Capalbo. This is a highly professional and visually successful campaign, which experts have been preparing since last summer. However, RunCzech understands that it must be adjusted immediately due to unforeseeable circumstances.

RunCzech, which organizes, among others, the Volkswagen Prague Marathon and the Sportisimo Prague Half Marathon, also take a stand of Czech and international sports institutions. Additionally, Ukrainian athletes who have already registered for one of the races and are unable to participate for any reason will be refunded all entry fees. "I have always been against the politicization of sports and running separately. The current circumstances are changing things, and we are considering a form of symbolic support and expression of the peaceful message, unity and spirit of fair play. Especially in these difficult times," says Carlo Capalbo, president of RunCzech.



Note for editors:

- 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!
- In 2021, RunCzech introduced the unique running invention called The Battle of the Teams. "Professional marathoners competing in teams, strategically drafted based on their collective personal bests, giving each team a serious chance to win gold".
- 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.
- All accompanying information regarding RunCzech can be found at this link:
<https://bit.ly/2X83DLD>

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