

Press Release,  
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## RunCzech Celebrates 30 Years with Exciting News

**Record numbers and lots of news! RunCzech, the world-famous running race organizer, is entering its 30th season and has big plans for 2024. It expects over 100,000 registered competitors this year. That is why it has increased the capacity for the Prague Half Marathon to 15,500 runners. The now sold-out race, with more than half of runners being foreigners, also has a growing positive economic impact. Last year alone, RunCzech races generated 775 CZK million for the Czech economy, of which the three Prague races generated 589 CZK million. "We can feel the change in the atmosphere; the interest in running among people is growing again. More and more people realize that movement is significant for their lives. We want to help them as much as possible," says Carlo Capalbo, President of the RunCzech Organising Committee.**

Last year, RunCzech races attracted 76,217 runners from 126 countries, cheered on by thousands of fans along the routes. The World Athletics Elite Label Race was a great success; Alexander Mutiso set a new course record at the Prague International Marathon (2:05:09), the winner of the successful EuroHeroes project supporting European athletes and Czech regions was Czech Tereza Hrochová, the dm Family Mile attracted over 12,000 runners, and the Junior Marathon involved over 10,000 students. And one could go on.

This year, RunCzech has set a goal to bring even more people to running. It has already prepared several innovations for the first big race, the 24th Prague Half Marathon, which takes place on 6 April. In addition to the increased number of registrations to 15,500 runners, the race will now start on the Bubenském nábřeží next to the popular lávky HolKa near the Holešovické tržnice. The event, which is part of the prestigious SuperHalves series of European half marathons, will thus become the most significant mass sports event in the Czech Republic and Central Europe regarding the number of runners starting the race. And it is already practically sold out. Registration for the race is only possible through charities - for example, Světluška helping the severely visually impaired, the leading charity partner of the half marathon.

The Prague Half Marathon will be run by several well-known personalities, e.g., the famous actor from the series Sense for Tumour, Filip Březina, and the most influential sports influencer of



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2023, Lisa Migliorini, aka @thefashionjogger, who has over 2.3 million followers on Instagram. Martin Fiz, the Spanish marathon world champion from 1995, will also take on one of the most beautiful courses in the world.

## Prague International Marathon returns to Old Town Square.

The Prague Marathon started 30 years ago and will not be left behind. Its start and finish are returning to the very heart of Prague on Staroměstské náměstí. The race will once again include the Battle of the Teams, a unique concept that makes a purely individual discipline a team sport and thanks to which anyone can win one of the most famous marathons. The project connects elite runners with other competitors, celebrities, and partners and, like every RunCzech race, has a strong charitable element. Both races in Prague include the Sports Expo, which takes place at the Holešovice Exhibition Centre.

New events are also prepared for the regional races. This year it will be possible to run a shorter distance at the Mattoni Half Marathons. "We want to make the races more attractive for the whole family. In addition to the dm Family Mile and the Bambini Run, competitors can now participate in these shorter distances. We will thus create an all-day sports and entertainment festival in the center of each city," outlined Tomáš Mirovský, RunCzech race coordinator. Those interested in the races can sign up on the website [www.runczech.com](http://www.runczech.com).

## Will RunCzech reach a billion this year?

But it's not just about sport and individual performance. According to CzechTourism's methodology, ten races in six Czech cities brought 775 CZK million to the domestic economy. Small and medium-sized businesses are positively impacted by the organization of RunCzech events, as the venue will see an increase in visitors and demand for goods and services. These are mainly in tourism, accommodation, catering services, and sports equipment sellers.

According to the survey, each participant comes accompanied by two or three relatives who stay somewhere, eat, and shop. In addition, income for public budgets, tax payments, and accommodation fees must be considered. In terms of total economic impact in multiplied effects, the Prague races (Prague Half Marathon, Prague International Marathon, UniCredit Prague Relay, and Birell Grand Prix Prague) brought 589 CZK million to the Czech economy.

The total economic impact of the regional races (Mattoni Half Marathons in Karlovy Vary, Olomouc, České Budějovice, Ústí nad Labem, and Liberec Nature Run) is estimated at 186 CZK million. "We believe that over 100,000 runners will participate in our races this year, which could bring over one billion crowns to the Czech economy," Capalbo added.



RunCzech is also demonstrating its new approach to the season with a modified campaign, All Runners are Beautiful, in which animals play the leading role, thanks to the creativity of the RunCzech design team, who have dived deep into artificial intelligence. The animals embody that anyone can run with RunCzech, and all it takes is the determination to put on your shoes and run.

## Notes for editors

- RunCzech organizes running events in several cities across the Czech Republic and co-organizes races in Germany and Turkey.
- The Napoli Running project organizes three running races in Italy.
- Prague International Marathon spol. s.r.o. ("PIM") was founded in 1995 by Carl Capalbo, President of the Organizing Committee. The aim was to organize a world-class international marathon in Prague.
- Throughout its history, nearly 1.3 million runners have participated in RunCzech events. In 2019, we welcomed the one-millionth runner to the Prague International Marathon.
- ALL RUNNERS ARE BEAUTIFUL is our way of genuinely 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. Today, the series consists of six races - Prague, Berlin, Lisbon, Copenhagen, Cardiff, and Valencia. After running all six, the runner receives a unique medal and the title of SuperRunner.
- The EuroHeroes Challenge was created to support Europe's elite athletes.
- RunCzech Racing is dedicated to the development of young athletes, community ties, and sporting excellence with eight world records and 150 times on the podium.
- In 2021, RunCzech introduced a unique running invention, The Battle of the Teams. "A balanced team battle of professional marathon runners, equal and fair distribution of teams according to the personal records of individual runners, every team has the possibility to win."
- RunCzech has set 10 world records during its 30 years long history.
- 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.
- Find all the accompanying information about RunCzech [here](#).

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