

PRESS RELEASE  
March 23, 2018

**RunCzech launches “EuroHeroes”.**  
**An initiative focused on**  
**identifying and promoting the best running talent in Europe.**

*EuroHeroes – is a new initiative by RunCzech to celebrate European running stars and promote active lifestyles in Europe. The initiative aims to find new sporting heroes and motivate the public to exercise. RunCzech is keen to use this step to bolster existing European Athletics projects.*

21<sup>st</sup> Century long-distance running has been dominated by East African runners. Their success has resulted in many dominant victories and world records overshadowing commendable performances by other athletes. Amid such incredible African stars, Europe has struggled to find its own heroes. The media and, therefore, the public no longer pay attention to local elite runners whom fans and athletes can identify with and whose performances should serve as inspiration for the next generation.

For this reason RunCzech will dedicate two of its IAAF Gold Label races - Mattoni Karlovy Vary Half Marathon and Mattoni České Budějovice Half Marathon to promote European athletics. For the elite field of these two races the organizers will invite only European athletes including the best Czech runners. *“We want to devote our top quality events in Karlovy Vary and České Budějovice to discover new heroes and to create local legends that will inspire others to take up sport and lead an active lifestyle,”* says Carlo Capalbo, President of the RunCzech Organising Committee and Chairman of the IAAF Road Running Commission.

The “EuroHeroes” initiative not only aims to support competitive runners, but above all promote exercise and healthy lifestyles. *“In this age of excessive technological consumption we want to show people how exercise can help them achieve a more fulfilling, attractive and healthy life,”* Capalbo adds.

This new initiative of RunCzech joins the efforts of the European Athletics . *“All the RunCzech races are five-star quality road races as awarded by European Athletics’ Running for All platform along with them being IAAF Gold Label races, for which RunCzech should be very proud. It is very important that European athletes get more opportunities to race at the top level in road races across Europe and EuroHeroes is a fantastic initiative to encourage and promote our road race stars on the continent,”* said Svein Arne Hansen, European Athletics President.

The Mattoni Karlovy Vary Half Marathon (19<sup>th</sup> May 2018) will be the first EuroHeroes race, followed by the Mattoni České Budějovice Half Marathon (2<sup>nd</sup> June 2018).

**Should you be interested in further information or print quality photography, please get in touch with:**

**Prague International Marathon, spol. s r.o. / Tempo Team Prague s.r.o.**

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**Note: The attached photos may only be used in conjunction with this press release and indicating RunCzech as the source.**

**Notes for editors:** <https://www.runczech.com/en/about-us/for-the-media/notes-for-editors/index.shtml>