

**RunCzech to stage another edition of the Sorrento-Positano running event.
George Hirsch and Glenn Latimer among the speakers at the press conference held in
Naples on the occasion of the upcoming race.**

After a successful finish of the running season in the Czech Republic the organizers of the RunCzech events (which includes also the famous Volkswagen Prague Marathon) have moved to the South of Italy in order to hold the last race this year – Sorrento-Positano (Ultra Marathon 54 km and Panoramic 27 km) on Sunday, 2 December.

The race is a part of the so-called Napoli Running project, which includes also Napoli City Half Marathon (24 February 2019).

To present the importance of staging these two events in the metropolitan area of Naples a press conference named “The whole world runs. New York teaches, Naples grows: the impact of mass events and sports tourism on the local economy” was held on Friday, 30 November, in Naples.

Among the speakers there were also international guests – George Hirsch, the Chairman of the Board of Directors of New York Road Runners, Glenn Latimer, the head of the elite athletes of the London Marathon, and Napolitan Carlo Capalbo, the founder of Napoli Running and at the same time the President of the RunCzech organizing committee and the Chairman of the IAAF Road Running Commission. Plus a number of local authorities representing Campania region such as the President of the Industrial Union, Vito Grassi, the President of the Ente Autonomo Volturmo, Umberto De Gregorio, and the Mayor of Sorrento, Giuseppe Cuomo.

The Napoli Running events welcome in 2018 more than 9 000 runners from 53 countries and millions of TV viewers worldwide. The races produce a direct economic impact of 2.3 million euros with an average per capita spent for Italians of 75 euros and 236 euros for runners coming from abroad. "At the heart of the Napoli Running project - said the president Carlo Capalbo - there are four concepts: A calendar of running events to unite sport, tourism and health; high quality courses certified by national and international organizations; a lifestyle concept for amateurs, professional runners and families; a festival and involvement of the whole community.



The future of Naples will be the marathon, but in order to have an important event everything must grow: the city, the organization, the culture and then Naples will be able to reach the level of the great international marathons", he added.

George Hirsch said: "Marathon in Naples? Why not ... You have to believe me, when I started in New York they told me I was a fool. In order to have a good marathon all the elements of the organization of the race are involved: from the mayor to the organizers; then that of the charity, and investments into the youth programs. Each city creates a unique race, therefore it is useless to copy others, but better to work on its own strengths and peculiarities. And finally, the professionalism of the organizations is fundamental, and Naples, with Carlo Capalbo, is on the right path ". Glenn Latimer was explaining the importance of having elite runners at a race. "Elite athletes are just as the icing on a cake. They transform any race into a great sport event. And the amateur runners like to be part of something big and important." The conference was also attended by the President of the Industrial Union in Naples, Vito Grassi, a marathon runner, who focused on the climate created in New York. "When the whole city keeps united it is easier to achieve the goal." "The marathon day is usually considered to be the day without cars, so it is important to have a functioning public transport. And we work in this direction," the President of the Ente Autonomo Volturmo, Umberto De Gregorio added.

At the end of the conference, the Mayor of Sorrento, Giuseppe Cuomo, was talking about the two upcoming races: 27 km Panoramic and 54 km Ultra Marathon, with the start and finish in Sorrento . "We fully support this event - he said – also because last year the whole running community was very enthusiastic about it. We are also very pleased that the 54 km Ultra Marathon has been awarded the IAU Bronze label."

Since the Mayor of Naples Luigi De Magistris could not attend the conference due to other responsibilities he welcomed Carlo Capalbo, George Hirsch and Glenn Latimer in his residence and expressed his full support for the growth of Napoli Running events.

The courses of both races are quite challenging but at the same extremely spectacular, leading the participants through the world famous Amalfi coast with an astonishing view over the sea and Capri island. Over 1,500 participants have registered for the Sorrento-Positano event, which will kick off this Sunday , 2 December at 7:00 with 54 km Ultra Marathon followed by 27 km Panoramic at 9:00. A short non-competitive distance Family Run & Friends will welcome other hundreds of runners at 9:30.

All information about the events at www.napolirunning.com



If you are interested in further information or print quality photos, please get in touch with:

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