

RUNCZECH

**SUMMARY
OF ACTIVITIES
*2021***

ALL RUNNERS ARE BEAUTIFUL



CALENDAR 2021

RUNCZECH



**BATTLE
OF THE TEAMS
30. 5.**



**MATTONI
KARLOVY VARY
HALF MARATHON
26. 6.**



**GENERALI ČESKÁ
RED RUN
24. 7.**



**MATTONI
OLOMOUC
HALF MARATHON
14. 8.**



**ADIZERO:
ROAD TO RECORDS
12. 9.**



**MATTONI
ÚSTÍ NAD LABEM
HALF MARATHON
18. 9.**



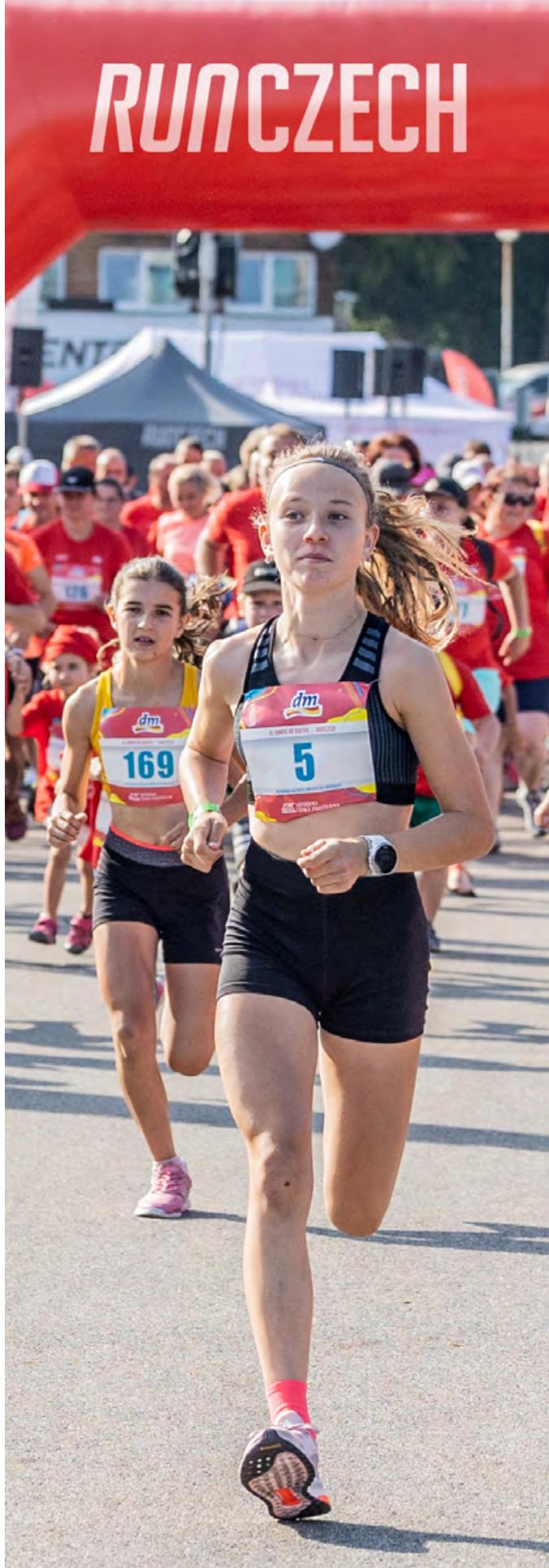
**MATTONI
LIBEREC
NATURE RUN
2. 10.**



**MATTONI
ČESKÉ BUDĚJOVICE
HALF MARATHON
23. 10.**



**SORRENTO POSITANO
5. 12.**



RUNCZECH 2021 IN NUMBERS



COMPETITIVE
82 %



LIFESTYLE
18 %

COMPETITIVE RUNNERS

LOCALS
68 %



FOREIGNERS
32 %

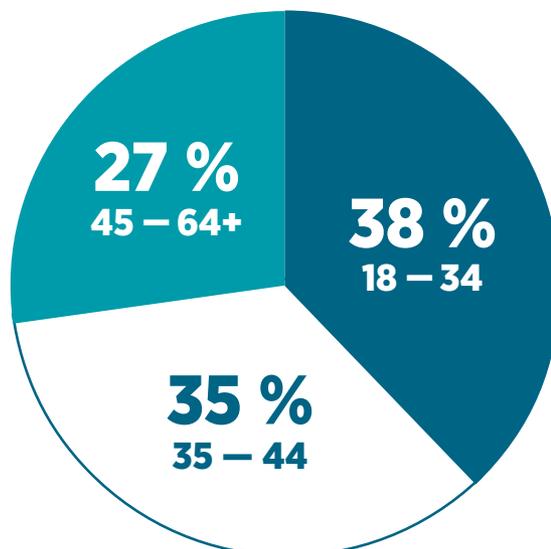
MALE
62 %



FEMALE
38 %

AGE

COMPETITIVE RUNNERS



COMMUNITY REACH

976 810

WEBSITE VISITORS

192 160

CONTACTS IN
OUR DATABASE

1 308

MEDIA MENTIONS



45 M

LIVE BROADCASTING
VIEWERS

SOCIAL MEDIA



96 733

SOCIAL MEDIA FOLLOWERS

24 462 578

IMPRESSIONS

11 699 920

USERS REACHED

725 485

SOCIAL INTERACTION

SPECIAL PROJECTS

RETHINK THE MARATHON

1ST EDITION OF A NEW CONCEPT OF A MARATHON RACE

4 TEAMS 32 PRO ATHLETES



TEAM CAPTAIN
ZUZANA HEJNOVÁ

"I BELIEVE THAT MY TEAM WILL RUN WITH EVERYTHING THEY GOT... AND WIN!"

TEAM MEMBERS:

BT. PAVEL 1001 POINTS	LIJIA FERNANDES 1002 POINTS	TONIC ANTONI 1003 POINTS	MIKA KOPPEL 1004 POINTS
ANDREW DUNN 1005 POINTS	ADITYA NEUPANE 1006 POINTS	MARCO TRENKLE 1007 POINTS	ANDREW HAYES 1008 POINTS

BT. ALL RUNNERS ARE BEAUTIFUL. | RUNCZECH

TEAM CAPTAIN
PETRA KVITOVÁ

"I AM REALLY LOOKING FORWARD TO SUPPORTING MY TEAM AND THEIR UNBELIEVABLE RESULTS!"

TEAM MEMBERS:

YVA MALCHUKA BYTCHKOVA 1001 POINTS	YVES BODIN 1002 POINTS	YUKIYAMA ANOHA 1003 POINTS	THEO TROFFENOW 1004 POINTS
EMILY ROYCE 1005 POINTS	ALBERT ANTONI 1006 POINTS	LELA KOPONEN 1007 POINTS	WALTER LEWIS 1008 POINTS

BT. ALL RUNNERS ARE BEAUTIFUL. | RUNCZECH

SKUPINA ČEZ

TEAM CAPTAIN
KATEŘINA NEUMANNOVÁ

"I AM CONVINCED THAT EVERY RUNNER IS THE WINNER, BECAUSE THEY RUN FOR THE CHARITY."

TEAM MEMBERS:

HELENA 1001 POINTS	LIJIA 1002 POINTS	LEONARD KUPČEK 1003 POINTS	BEATRICE HOPA 1004 POINTS
ANDREW HAYES 1005 POINTS	ADITYA NEUPANE 1006 POINTS	MARCO TRENKLE 1007 POINTS	ANDREW HAYES 1008 POINTS

BT. ALL RUNNERS ARE BEAUTIFUL. | RUNCZECH

BIRELL

TEAM CAPTAIN
JIRÍ JEZEK

"I AM REALLY THANKFUL TO RUNCZECH FOR THIS OPPORTUNITY FOR MY TEAM TO COMPETE, BECAUSE EACH BREAK IN THE SPORTS LIFE IS A LONG ONE."

TEAM MEMBERS:

NOVA STYRBAK JOE 1001 POINTS	WEL GRACIANO 1002 POINTS	DARRELL WATKINS 1003 POINTS	MIKE BELLER 1004 POINTS
ANDREW HAYES 1005 POINTS	ADITYA NEUPANE 1006 POINTS	MARCO TRENKLE 1007 POINTS	ANDREW HAYES 1008 POINTS

BT. ALL RUNNERS ARE BEAUTIFUL. | RUNCZECH

BT. BATTLE OF THE TEAMS

WHAT IS THE BATTLE OF THE TEAMS?

32 of the best marathoners in the world, grouped into four teams each made up of four women and four men, and each backed by corporate partners. Runners are „drafted” into teams based on their personal bests over the past 48 months, so that their collective abilities would be evenly almost perfectly matched. This gives each team an excellent chance to win gold.

HOW IT WORKS?

Eight of the runners form the team, with two running backup in case some members fail to finish. Each team has a runner from the Czech Republic. Points are awarded based on the World Athletics Scoring System. And runners who achieve a personal best earn a 10% points bonus. In the end, points are tallied, similar to Formula 1 racing, and the team with the highest number of points wins. Prize money is shared equally among all team members.

CHARITIES

There were 4 different charities benefiting from this race:

ČESKÝ SVAZ OCHRÁNCŮ PŘÍRODY supported by VOLKSWAGEN

NADACE PARTNERSTVÍ supported by MATTONI

PINK BUBBLE supported by ČEZ GROUP

CESTA ZA SNEM supported by BIRELL



ADIZERO: ROAD TO RECORDS



On an incredible day of racing at adidas HQ, we've seen some of the most elite athletes in the world push themselves further than we ever thought possible. Thanks to all the runners who continue to inspire us to keep redefining fast.



TWO WORLD RECORDS

Women's only 10km 30:01 / Women's only 5km 14:29



INTERNATIONAL ORGANIZING COMMITTEE

RunCzech (Race director: Carlo Capalbo) + SCC EVENTS (BERLIN MARATHON) + act.3



WHO WE ARE

Established in 2014 and managed by RunCzech, Ikaika Sports and adidas, RunCzech Racing is a professional sports team that is about much more than just amazing performances. Our great athletes are here to inspire others to follow in their footsteps, to live healthier, happier and more active lives. The same way that the legendary Emil Zatopek did for so many.

OUR GOAL

We are dedicated to developing the skills of long-distance runners, providing them with opportunities to compete at the world's most prestigious races, and offering them a platform to promote the idea that ALL RUNNERS ARE BEAUTIFUL.

2021

1° 10

Victories

2° 7

2nd places

3° 5

3rd places

30

Top 5 performances

31

Athletes in 2021 squad

2014-2021

3

Olympians



Rhonex Kipruto



Eva Vrabcová Nývltová



Weldon Langat



8

World recods

128

Athletes in total

1° 74

Victories

2° 55

2nd places

3° 48

3rd places



Eva Vrabcová Nývltová
European Championships Bronze medallist

OUR RACES



MATTONI
KARLOVY VARY
HALF MARATHON

Mattoni Karlovy Vary Half Marathon

26. 6. 2021



Number
of runners
1 821



Competitive
1 097



dm Family Run
724



Nové Město
na Moravě

GENERALI ČESKÁ
RED RUN
10 KM | 5 KM | 3 KM

Generali Česká Red Run

NOVÉ MĚSTO NA MORAVĚ

24. 7. 2021



Number
of runners
804



Competitive
540



dm Family Run
264



MATTONI
OLOMOUC
HALF MARATHON



Mattoni Olomouc Half Marathon

14. 8. 2021



Number
of runners
3 708



Competitive
2 791



dm Family Run
917





**MATTONI
ÚSTÍ NAD LABEM
HALF MARATHON**

Mattoni Ústí nad Labem Half Marathon

18. 9. 2021



**Number
of runners
2 560**



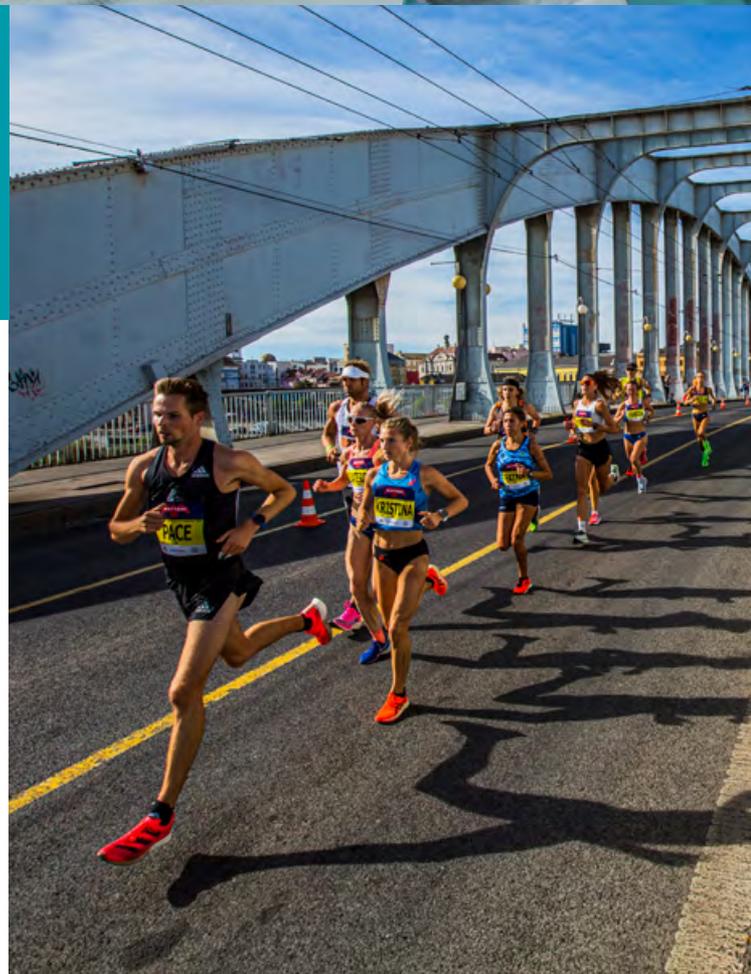
**Competitive
1 343**



**dm Family Run
1 208**



**Handbike
9**





**MATTONI
LIBEREC
NATURE RUN**

Mattoni Liberec Nature Run

23 KM & 12 KM

2. 10. 2021



**Number
of runners
1 576**



**Competitive
1 069**



**dm Family Run
507**





**MATTONI
ČESKÉ BUDĚJOVICE
HALF MARATHON**

Mattoni České Budějovice Half Marathon

23. 10. 2021



**Number
of runners
2 571**



**Competitive
1 718**



**dm Family Run
853**



OUR RACES
IN ITALY



NAPOLI CITY
HALF MARATHON

Napoli Digital Running Festival 2021

Half Marathon 21.097 km
Staffetta Twingo (10 + 11.097 km)

7. 2. – 7. 3. 2021



Number
of runners
732



Countries
33

In the midst of the pandemic, the Napoli City Half Marathon went digital, allowing runners around the globe to earn a medal from one of the most celebrated and vibrant cities in all of Italy.





SORRENTO
POSITANO

Sorrento Positano

Panoramica 27 km

Ultramarathon 54 km

5. 12. 2021



Number
of runners
1 689



Competitive
1 480



Family Run
& Friends
209



VIRTUAL EVENTS



Women Challenge #boobsandballs



1 796 runners

The purpose of this project is to show support for women. In 2021 RunCzech teamed up with **Loono**, a non-profit that educates about birth control and women's health.



Volkswagen Virtual Prague Marathon



3 536 runners



35 % foreign runners



44 countries

When the streets were empty, we created virtual races so people could enjoy the Volkswagen Prague Marathon anywhere in the world. People could finish the marathon all at once or over the course of several days.

10 000 steps

RUNCZECH



Charities





Mattoni FreeRun Run & Plog



1 163 runners

**MATTONI
FREERUN**



**TOTAL
KM
RUN** **4203**



425 bags

This new program builds on the great success of our longstanding Mattoni FreeRun project. It combines virtual and live running with an eco mission of picking up litter, in cooperation with the czech plogging association.



Get up and run



6 511 runners



14 regions



246 engaged schools



**TOTAL
KM
RUN** **283 528**

Get up and run is a virtual Junior Marathon Championship where teams of high school runners compete to tally the most kilometers with the aim of winning a prize of CZK 100 000 to upgrade the sports equipment at the winning school.



COMMUNITY PROJECTS

RUNNING MALL

RUNCZECH TRAINING CENTER

Running Mall



5 Coaches



457 Runners



9 Training types

Our running center provides complete support for every single runner and runner-to-be! A place where you can train, learn, improve, enjoy, relax and make new friends at many of our events!

MATTONI
FREERUN

Mattoni FreeRun



93 Courses



11 425 Runners community



56 Coaches

Run anytime, anywhere on tracks certified by the Czech Athletics Federation. More than 90 courses (five-kilometer) all over the Czech Republic and almost half of them guided by coaches.

A BIG THANKS TO OUR PARTNERS

TITLE PARTNERS



OFFICIAL PARTNERS



OFFICIAL MEDIA PARTNERS



MEDIA PARTNERS



PARTNERS





**NAPOLI CITY
HALF MARATHON**
27. 2. 2022



PRAGUE RELAY
4 x 5 KM
22.— 23. 6. 2022



**PRAGUE
HALF MARATHON**
2. 4. 2022



**BIRELL
10K RACE**
3. 9. 2022



**VOLKSWAGEN
PRAGUE MARATHON**
8. 5. 2022



**adidas WOMEN'S
RACE 5 KM**
3. 9. 2022



**MATTONI
KARLOVY VARY
HALF MARATHON**
21. 5. 2022



**MATTONI
ÚSTÍ NAD LABEM
HALF MARATHON**
17. 9. 2022



**MATTONI
ČESKÉ BUDĚJOVICE
HALF MARATHON**
4. 6. 2022



**MATTONI
LIBEREC
NATURE RUN**
15. 10. 2022



**MATTONI
OLOMOUC
HALF MARATHON**
18. 6. 2022



**SORRENTO
POSITANO**
4. 12. 2022

So which one will be yours?

RUNCZECH IN 2022



Zátopek Tradition

2022 is the year of Zátopek. This year marks the 100th birthday of Emil and Dana Zátopek, and 70 years since Emil made Olympic history at the games in Helsinki.

We are preparing special projects, be ready!



Battle of the Teams Competition

After a successful premier featuring only pro athletes, the 2022 Battle of the Teams will be open to everyone.

Which team is going to win?



Marathon alley Ecology

Nature is a big part of runners' lives. It's not only that we love to train amongst the trees. Those trees help us breathe. They give us energy. They give us life. Together with Nadace Partnerství, we are on the mission to complete planting 42 km of trees throughout the entire Czech Republic.



Junior Marathon Championship Youth

After two years break, we are bringing back the Junior Marathon Championship for highschoools and continuing with project "Get up and Run" to motivate the youngest ones - elementary school pupils.



SuperHalves International

Series of five glorious half marathons will be back
SuperHalves is our way of sending all runners off on their own running adventure in 5 beautiful European cities.



LISBON



PRAGUE



COPENHAGEN



CARDIFF



VALENCIA



Runczech Anywhere Digital

Did you think we were done with virtual events? Not at all. In 2022 we are bringing back digital running even bigger and better. Stay tuned.

ALL RUNNERS ARE BEAUTIFUL

IS OUR NEW IDENTITY. A UNIQUE PERSONALITY. SOMETHING THAT NOT ONLY MAKES US DIFFERENT, BUT MAKES US MONSTROUSLY DIFFERENT.

When we came up with ALL RUNNERS ARE BEAUTIFUL, it changed us. We became more than a collection of races. More than a company. We became an advocate, a champion of running. We became a voice that called out to millions of runners around the world, letting them know that we love them unconditionally. That we respect the hell out of them for lacing up a pair of shoes, and pushing to make themselves a little better. A little stronger.

That's what victory is, in our minds. Not winning, necessarily. But doing. And enjoying.

ALL RUNNERS ARE BEAUTIFUL is a testament to how we feel about running. About the sport itself. It is pure. It is life restoring. It can be social or meditative. It can be a personal challenge or a slow jog through the woods on an autumn morning.

Running is a joy. That's the message here. And everyone who's willing to participate in this perfect, beautiful sport —young, old, big, slim, fast, or slow— is welcomed. Is loved. Is beautiful.

ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone —and we do mean everyone— to the wonderful world of running. To a world of fitness and fun and friendship.

ALL RUNNERS ARE BEAUTIFUL is a giant banner that every runner, in every running shoe, at every running event in the world can march under.