Advent Running Challenge 2026: competition rules

Nov 25, 2026

I. Introductory provisions

1. These rules govern the **Advent Running Challenge 2026** competition (the "competition") and participation in four Advent Monday runs (the "runs").
2. The competition is organised by RunCzech s.r.o., ID No. 25107615, with its registered office at Františka Křížka 461/11, Holešovice (the "organiser").
3. The competition offers themed group runs during Advent and rewards participants who complete all four runs and meet the other conditions of these rules.
4. Dates, prices, prizes and other values that may change are set out in Annex A. Annex A forms an integral part of the rules and prevails in the event of a conflict.
5. The rules are published at **[**Advent Running Challenge**]**.

II. Dates, place and course of the runs

1. The runs take place on Mondays, the day after each Advent Sunday. The dates, start times, themes and dress codes of the individual runs are set out in Annex A, item A2.
2. The start and finish of all runs is at Running Mall, Milady Horákové 471, Prague 7. A changing room is available, but its capacity is limited, so the organiser recommends arriving already in the clothing suitable for run.
3. Each run is a guided group workout session led by a RunCzech Mall trainer. The approximate distance and pace are set out in Annex A, item A3. The names of the trainers are shown in the event calendar on the Running Mall portal.
4. Two groups of different speed levels are set up for each run and start at the same time. Participants choose their level when registering for each run separately and may change it between runs. The choice of level has no effect on the conditions of the competition or the chance of winning.
5. Each theme has a recommended dress code. It is part of the atmosphere and of the photographs taken, but it is not a condition of participation or of completing the competition. 6. A group photograph is taken at every run.
7. After each run, light refreshments are provided free of charge for participants at Running Mall (coffee, Mattoni water and Birell).
8. The organiser may shorten, postpone or cancel a run for safety reasons or due to unfavourable weather conditions. The procedure in case of cancellation is set out in Article III, item 8.

III. Registration, payment and cancellation

1. Registration takes place online via the Running Mall portal (here), separately for each run. 2. Participation in each run is a paid training session. The price of one run is set out in Annex A, item A4, and is paid online at registration. A run paid for with a Multisport card is also treated as paid.
3. The price includes professional supervision by a trainer and light refreshments after the run.
4. The capacity of each group is limited (Annex A, item A3). Registration is processed in the order

in which payment is completed and closes once capacity is reached.

5. Participation in individual runs is possible without taking part in the whole competition. The main prize and the discount under Article V are intended only for participants who complete all four paid runs.

6. A participant may bring another person, who must register and pay for separately, in order to be eligible to take part in the competition according to the conditions detailed below. 7. Cancellation and changes to registration: participation in a training session can be cancelled without penalty no later than 24 hours before the planned start. Under Section 1837(j) of the Czech Civil Code, the consumer's right to withdraw from the contract within 14 days does not apply to services related to leisure activities provided on a specified date.

8. If the organiser cancels a run, it will **refund the price of that run to the participant**. A cancelled run does not count as missed for the participant.

9. A participant who does not attend one of the four runs cannot complete the Advent challenge and loses the entitlement to the main prize and the discount, unless Annex A, item A4, provides otherwise.

IV. Conditions for completing the Advent challenge

1. A participant completes the Advent challenge if:
   - o attends all four runs as registered participant with the paid fee,
   - o follows the Running Mall account (@running.mall) on Instagram at least until 31 December 2026,
   - o posts an Instagram Story with a photo or video from the given run after each run, o clearly tags the official Running Mall account (@running.mall) in every story, o keeps a public Instagram profile for the entire duration of the competition, so that the organiser can find and reshare the story.

2. The story must be posted no later than **24:00 on the day of the run** and must remain active for the full standard display period. It must not be deleted or hidden early.

3. The organiser may save the story or take a screenshot of it to verify compliance with the conditions, and may reshare it on the official Running Mall account.

4. Attendance is recorded on arrival at the start at Running Mall according to internal records.

5. The organiser verifies compliance with the conditions. Only a participant who has met the conditions for all four runs is entitled to the main prize and the discount.

6. For the weekly prize, compliance with the conditions of the given run (attendance and story) is decisive, see Article V, item 3.

V. Prizes and draws

1. An overview of the prizes, their numbers, values and draw dates is set out in Annex A, items A5 and A6.

2. **Main prize:** entry (registration fee) to the Generali Prague Half Marathon 2027. One winner is drawn from all participants who complete the Advent challenge under Article IV. 3. **Weekly prize:** entry (registration fee) to one of the RunCzech regional half marathons (Karlovy Vary, České Budějovice, Olomouc, Ústí nad Labem). One winner is drawn after each run, every week a different half marathon. The assignment of half marathons to individual weeks is set out

in Annex A, item A5. The draw is made among participants of the given run who meet its conditions.

4. **CZK 500 discount:** every participant who completes the Advent challenge receives a discount code worth CZK 500 for a purchase of at least CZK 2,000 in the RunCzech Store. The codes will be generated and sent after the challenge concludes. Validity and redemption conditions are set out in Annex A, item A6. The discount cannot be combined with any other discount or promotion.
5. The draw is carried out by the organiser by random selection using an electronic generator, in the presence of at least two persons, on the dates set out in Annex A, item A5. Substitute winners are also drawn for each prize.
6. Whether one person may win more than one drawn prize, and whether the discount also applies to winners, is determined by Annex A, item A5.
7. Prizes cannot be paid out in cash or exchanged for another prize. Whether a prize can be transferred to another person is governed by Annex A, item A5.
8. Before the winners are announced, the organiser reserves the right to change the type, number or value of the prizes and the other values set out in Annex A, in particular for organisational reasons, upon cancellation or postponement of an event, or if a prize becomes unavailable. A new prize will have at least a comparable value. Every change will be published on the competition website, reflected in Annex A with its effective date and recorded in the change history.

VI. Announcing winners and handing over prizes

1. Winners are announced on the dates set out in Annex A, item A5.
2. The winner will be contacted on the email address provided at registration, or by direct message on Instagram. The winner must confirm acceptance of the prize within the deadline set out in Annex A, item A5. If the deadline passes without confirmation, the prize goes to a substitute winner.

3. The names of winners (first name and the first letter of the surname, or Instagram profile) may be published on the RunCzech website and social media in accordance with Article VII. 4. The winner of an entry fee will receive instructions for registering for the selected half marathon. The prize covers only the entry fee and does not include transport, accommodation or any other costs.

5. Discount codes will be sent by email to participants who complete the challenge, within the period set out in Annex A, item A6.
6. If a winner does not meet the conditions or has provided false information, the organiser may withdraw the prize and award it to a substitute winner.

VII. Personal data and photographs

1. The controller of personal data is the organiser. It processes the first name, surname, email, telephone number, Instagram profile and payment and attendance data for the purposes of registration and organisation of the runs, verifies the compliance with the conditions, draws, hands out prizes, sends discount codes and communicates with participants.
2. The data is stored for two years and then deleted, except for data that the organiser is required to keep under legal obligations, for example accounting documents.

3. Details of the processing and of the participant's rights (access, rectification, erasure, restriction of processing, objection, complaint to the Office for Personal Data Protection) are set out in the Personal Data Processing Policy here.
4. Photographs and video recordings are taken at the runs for RunCzech communication on its website and social media. Consent to their taking and use is voluntary and is given at registration; not giving it has no effect on participation in the run or in the competition. Anyone who does not wish to be captured should tell the photographer or an organiser before the start.
5. The participant consents to the resharing of their Instagram Story on the official Running Mall account in accordance with Article IV, item 3.

VIII. Age, health fitness and liability

1. The competition is open to persons aged 18 or over.
2. Participants take part in the runs at their own risk and declare that their state of health allows them to take part in a training session. If they do not feel well or have recently been ill, they should consider whether to take part.
3. Participants follow the instructions of the group leader and the rules of road traffic. A headlamp or reflective elements and clothing suited to the weather are recommended. In conditions of reduced visibility, the organiser may require their use.
4. The organiser is not liable for harm caused by failure to follow instructions or road traffic rules, or for loss of personal belongings.
5. The organiser may exclude a participant who endangers safety, breaks the rules or behaves inappropriately. In such a case, the price of the runs not completed is not refunded.

IX. Final provisions

1. The organiser may amend the rules. The new version will be published on the website with its effective date and recorded in the change history in Annex A. An amendment does not apply to conditions that the participant has already met. If an amendment would worsen the position of already registered participants, they may withdraw from their registration and receive a refund of the price of the runs not completed.

2. The organiser may shorten, suspend or cancel the competition for serious reasons, for example force majeure or safety. The consequences for paid runs are governed by Article III, item 8. 3. The competition is not sponsored, endorsed or administered by Meta Platforms, Inc. or by Instagram in any way.

4. Questions about the competition should be sent to **runningmall@runczech.com**. 5. Legal relations are governed by the law of the Czech Republic. Consumers have the right to out of-court dispute resolution, which is provided by the Czech Trade Inspection Authority (www.coi.cz).

6. These rules take effect on **25 November 2026**.

Annex A: Competition parameters

Changes to prizes, prices, dates and other values are made only in this annex; the articles of the rules refer to it. Every change is recorded in the change history (A7).

A1. General information

Parameter	Value
Competition name	Advent Running Challenge 2026
Organiser	RunCzech s.r.o., ID No. 25107615, Františka Křížka 461/11, Holešovice
Competition website	**Advent Running Challenge**
Registration	Running Mall portal, here
Start and finish location	Running Mall, Milady Horákové 471, Prague 7
Official Instagram account	**Running Mall, @running.mall**
Contact	**runningmall@runczech.com**

A2. Runs, themes and dress code

Run	Date	Start time	Theme	Recommended dress code
1	30 Nov 2026 (Monday)	18:30	Red Run	Red: at least one red item of clothing or accessory
2	7 Dec 2026 (Monday)	18:30	St. Nicholas Run	St. Nicholas, devil or angel: devil horns, a St. Nicholas hat, a halo or another themed accessory
3	14 Dec 2026 (Monday)	18:30	Light Up Your Run	Lights, reflective elements and anything that glows: glowing accessories, LED elements or reflective clothing
4	21 Dec 2026 (Monday)	18:30	Christmas Run	Christmas sweater, festive hat or the colours green, white and gold. Final run, a joint Christmas photo and a celebration of completing the challenge

A3. Speed levels

Level	Name	Approximate pace	Approximate distance	Group capacity
A	Slower group	6:30 min/km	approx. 5 km	20

Level	Name	Approximate pace	Approximate distance	Group capacity
B	Faster group	5:30 min/km	approx. 8 km	20

A4. Price, cancellation and missed run

Parameter	Value
Price of one run	CZK 200 (a Multisport card can also be used)
What the price includes	A run with a trainer and light refreshments after the run
Registration deadline for a run	24 hours before the run
Changing level between runs	up to 24 hours before the run
Cancellation	up to 24 hours before the run
Making up a missed run	NO

A5. Prizes and draws

Prize	Description	Number	Drawn among	Draw and announcement date
Main prize	Entry fee for the Generali Prague Half Marathon 2027 (3 Apr 2027)	1	Participants who complete the challenge	by 31 Dec 2026
Weekly prize, run 1	Entry fee for the **half marathon at Mattoni Running Festival Karlovy Vary 2027 (15 May 2027)**	1	Participants of run 1 who meet its conditions	by 4 Dec 2026

Weekly prize, run 2	Entry fee for the **half marathon at Mattoni Running Festival České Budějovice 2027 (29 May 2027)**	1	Participants of run 2 who meet its conditions	by 11 Dec 2026
Weekly prize, run 3	Entry fee for the **half marathon at Mattoni Running Festival Olomouc 2027 (12 Jun 2027)**	1	Participants of run 3 who meet its conditions	by 18 Dec 2026
Weekly prize, run 4	Entry fee for the **half marathon at Mattoni Running Festival Ústí nad Labem 2027 (18 Sep 2027)**	1	Participants of run 4 who meet its conditions	**by 31 Dec 2026**

Other draw parameter	Value
Deadline for confirming acceptance of a prize	7 days
Number of substitute winners per prize	3 substitutes
One person may win more than one drawn prize	YES
The CZK 500 discount also applies to winners	YES
Transferability of a prize to another person	YES
Value of individual prizes	According to the price of the entry fee.

A6. Discount in the RunCzech Store

Parameter	Value
Discount amount	CZK 500
Minimum purchase value	CZK 2,000
Where the discount can be redeemed	RunCzech Store, Running Mall, website runczech.com
Date codes are sent	Within 14 days of the last run
Code validity	until 30 Jun 2027
Combination with another discount or promotion	Not possible

A7. Change history

Version	Date	Change
1	25 Nov 2026	First version of the text