

Press Release
Prague, October 14, 2022

A celebration of sport and an economic benefit to the city. Mattoni Liberec Nature Run will also attract tourists

The traditional Mattoni Liberec Nature Run 2022 starts already this Saturday, 15 October. The popular running event is not only about sport and individual performance, but the special trail race also brings a positive economic impact for the city and the region. To the region, it will generate tens of millions of crowns in initiated consumption or in multiplier sales. Thousands of athletes and their friends and relatives can also be expected during the upcoming weekend.

The special Liberec race by RunCzech will welcome, besides runners, also tourists. In 2019, for example, thousands of runners participated in the race and 6.8 thousand tourists visited Liberec. 22% of these were locals or people from the same region, 68% came from another region of the Czech Republic and the remaining ten percent came from abroad. On average, people stayed in the city for 1.3 days and each visitor spent 853 crowns (35 EUR). The total amount spent by all visitors came up to approximately CZK 13 million (530 612 EUR). *"The year has come and gone and the popular Mattoni Liberec Nature Run returns to the region. I am very happy that the course will lead through the streets of the regional capital and through the granite quarry which is not accessible to the public otherwise. The view of the landscape from the hills above Liberec is breathtaking. The Liberec Region has supported the sports for a long time. I am glad that we can do the same with this race as well, which will undoubtedly bring many pleasant sporting experiences to active runners. I would like to thank the organizers for their work, and I wish to all this year's race participants an interesting terrain, good weather and a lot of strength above all"* the region's Governor Martin Půta stated.



Františka Křížka 11, 170 00 Praha 7, Czech Republic
Email: info@runczech.com

Tel: +420 224 919 209
Fax: +420 224 923 355

www.runningmall.cz
www.runczech.com

RUNCZECH

ALL RUNNERS
ARE BEAUTIFUL

The revenue in multiplication resulting from the Mattoni Liberec Nature Run in 2019 was in the tens of millions of crowns. According to an independent analysis, CZK 6 million (245 000 EUR) went into the public budget. *"It is always a great social event for the city and the region itself. The whole day is then filled with a wonderful atmosphere of joyful energy. People go beyond their own limits during the races, which is always amazing. You just can walk through the finish line to experience the euphoric energy with the runners,"* said Carlo Capalbo, President of the RunCzech Organizing Committee.

In the Mattoni Liberec Nature Run, participants can choose either a 12-kilometer route or a longer 22-kilometre route. An important part of the popular running event is also an attractive program at the Dr. E. Beneš Square in Liberec. The popular dm family race will also start here. The registration can be obtained on the RunCzech.com website.



Františka Křížka 11, 170 00 Praha 7, Czech Republic
Email: info@runczech.com

Tel: +420 224 919 209
Fax: +420 224 923 355

www.runningmall.cz
www.runczech.com

Note for editors

- All five events hold World Athletics Elite Road Race Labels.
- Each of the five races are certified by AIMS, have been awarded a 5 Star Road Race standard by European Athletics or have hosted the IAAF (World Athletics) Half Marathon Championships.
- SuperHalves races have played host to World Record performances (2 in Lisbon, 2 in Prague, 1 in Copenhagen and 3 in Valencia).
- RunCzech organizes running events in cities across the Czech Republic and in Italy, with Napoli Running, and in Japan and China supported by local entities.
- Prague International Marathon spol. s.r.o. ("PIM")/RunCzech was established in 1995 by Carlo Capalbo, President of the Organizing Committee, with the aim of staging a world-class international marathon in Prague.
- Nearly 1.2 million runners have participated in RunCzech events since its inception. In 2019, we welcomed over 120 000 finishers from 101 different countries.
- ALL RUNNERS ARE BEAUTIFUL is our way of 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.
- RunCzech Racing is dedicated to the development of young athletes, community ties, and sporting excellence. Eight World records so far and over 150 podium finishes for our team!
- In 2021, RunCzech introduced the unique running invention called The Battle of the Teams. "Professional marathoners competing in teams, strategically drafted based on their collective personal bests, giving each team a serious chance to win gold".
- 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.
- All accompanying information regarding RunCzech can be found at this link:

[Notes for editors](#)



RUNCZECH

ALL RUNNERS
ARE BEAUTIFUL

Contact

For more information, please get in touch with:

- Soňa Barabášová at barabasova@runczech.com or +420 603 455 830
- Or reach the office at pr@pim.cz or +420 224 919 209

Facebook - <https://www.facebook.com/runczech>

Instagram - <https://www.instagram.com/runczech/>

Twitter - <https://twitter.com/RunCzech>



Františka Křížka 11, 170 00 Praha 7, Czech Republic
Email: info@runczech.com

Tel: +420 224 919 209
Fax: +420 224 923 355

www.runningmall.cz
www.runczech.com