



## PRESS RELEASE NAPOLI RUNNING - October 24, 2016

**Special Napoli Running customized running shoes are now available for both men and women, as it was officially presented in Naples, Italy.**

A shoe completely dedicated to Neapolitan runners was created in cooperation with adidas, the technical partner of the Napoli Running events. A limited edition of the Supernova Glide Boost 8 model designed for Napoli Running was presented for the first time in Naples in the presence of both municipal councilors, Ciro Borriello responsible for Sport and Alessandra Clemente responsible for Youth. The chairman of Napoli Running, Carlo Capalbo who also has a double role as the IAAF Road Running Commission Chairman and the founder of the Prague International Marathon, the Italian half marathon champion Daniele D'Onofrio, Pietro Zarlenga representing adidas, Maurizio Marino and Antonio Esposito for Coast to Coast Maratona della Costiera, Benedetto Scarpellino for Napoli Mostra d'Oltremare Half Marathon and the chairman of the Gruppo Sport 7, Antonello Visalli.

A very exciting moment, as the councilor Alessandra Clemente highlighted, enhancing the international prestige for the city of Naples and all its runners, because as Carlo Capalbo explained "when we organize competition in this discipline, Naples will always win".

This opinion found also the confirmation in the speech of councilor Ciro Borriello, who expressed his appreciation for the recognition that adidas gave to the city of Naples and enthusiasm that this moment brings to the world of athletics. As the confirmation of this wave will be a brand new Napoli Marathon planned to be held in 2018. "Tell us what we have to do, he commented, - and we will do it even if it means going into the streets and moving fences ourselves".

Thanks to the boost system the shoes will allow runners to feel secure and comfortable on a specific city road surface often characterized by cobblestones. The specially designed shoe has been presented in one of the favorite sports shops in Naples – R'USH on via Diaz Street. They shoes are good not only for running but also for casual wearing and can build a trendy and positive image for the city thanks to the name and logo Napoli Running on them. The project Napoli Running combines running events in the metropolitan area of Naples promoting sport and tourism in the region and also encouraging a healthy lifestyle.

The two events included in the project are the Coast to Coast Sorrento Positano Marathon & Half (18 December) and the Napoli Mostra d'Oltremare Half Marathon (5 February), the new Napoli Marathon should be added in 2018. Thanks to the beauty and specific vibe of the region, good weather conditions for running and friendly hospitality of its citizens the races can become truly popular among runners worldwide.

[www.napolirunning.com](http://www.napolirunning.com)/[info@napolirunning.com](mailto:info@napolirunning.com)

