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PRESS RELEASE

Sports: Sorrento: Running towards Christmas with the Coast to Coast Sorrento Positano Marathon & Half, December 18.

On November 29 in the town of Sorrento, there will be a press conference to present the race that will be held on December 18, together with the Sorrento M'illumino winter festival.

In Sorrento you will run right into Christmas... towards the sign of Napoli Running. On Tuesday, November 29, at 11 am at the headquarters of the City of Sorrento in Piazza Sant'Antonino, will be held the press conference to present the eighth edition of the Maratona della Costiera - **Coast to Coast Sorrento Positano Marathon and Half Marathon**. The event is organized by ASD Coast to Coast and ASD Napoli Nord Marathon, and it is included among the events of "M'illumino d'Inverno", the traditional Sorrento festival. The race will start on December 18 at 8:30 from Piazza Lauro, and will continue along the picturesque landscapes of Sorrento - Positano - Sorrento.

Thousands of runners are expected to race, they can also choose to run the Half Marathon (21.097 km), which will go in the direction of Sorrento - Massa Lubrese. In addition to the organizers, the mayor of Sorrento Giuseppe Cuomo, the mayor of Positano Michele De Lucia, the mayor of Sant'Agnello Piergiorgio Sagristani, councilors for Sports of the Municipality of Sorrento and Positano Mario Gargiulo Antonino Di Leva, the former winner of the New York Marathon Giacomo Leone, the bronze medal at the last Paralympics in Rio Enzo Boni, will all be present at the press conference.

"Also this year our city will renew a meeting with the sport at the highest level for the 2016 edition of the marathon "Coast to Coast" - said the Mayor of Sorrento, Giuseppe Cuomo -, it is one of the events in which we are particularly close, not only because of its importance, but also because it reveals an opportunity to witness sensitivity that the Land of the Sirens has toward the world of sport. The race becomes very popular, as we can see again athletes from all Italian regions and as well from numerous foreign countries. We are thankful to the organizers that they have chosen Sorrento to accommodate such an event. And we wish "good luck" to all the participants."

The eighth edition of the Coast to Coast Marathon marks also the birth of **Napoli Running**, the new Neapolitan company founded by Carlo Capalbo, Maurizio Marino, Antonio Esposito and Benedetto Scarpellino, unifying under its umbrella the Coast to Coast and MOHM (Napoli Mostra d'Oltremare Half Marathon to be held on February 5, 2017). Besides these two events apart of Napoli Running, chaired by the Neapolitan Carlo Capalbo, the IAAF Road



Running Commission Chairman and the organizer of the RunCzech Running League which includes the prestigious Prague Marathon, will bring the rebirth of the Napoli Marathon (expected in 2018), attracting the best athletes to Neapolitan territory.

Among the first results of the project was the creation of the first **adidas** running shoes dedicated to Neapolitan runners. The shoes are exclusively available at the **R'USH Store** in Naples.

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