



X-BIONIC LAKE GARDA 42- Press release 22.09.2022

RUNNING: LAKE GARDA 42 and X-BIONIC running side-by-side along Lake Garda's northern shore

LAKE GARDA 42: THE MARATHON THAT CARESSES THE LAKE'S SHORELINE IS READY TO WEAR X-BIONIC AND REPEAT THE FIRST EDITION'S SUCCESS

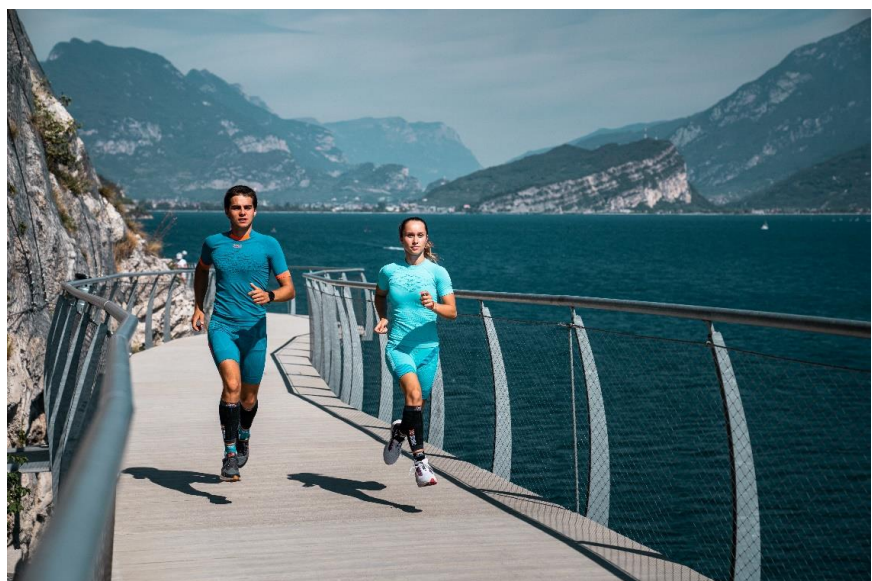
The second edition of the race that saw 2,000 runners line up at the start for its debut will take place in spring 2023, from Friday 24th to Sunday 26th March. The organizers are ready to reveal the first new developments for next year's race, one of which is a partnership with X-BIONIC, the technical clothing brand that will be the title sponsor for this event that skirts Lake Garda's northern shore.

#lakegarda42 #lg42

The first edition had the runners in dreamland with a breathtaking route that rendered the more than 2,000 participants spellbound. It was on 3rd April last year when LAKE GARDA 42, the marathon that crosses three provinces and takes in the regions of Lombardy, Trentino and Veneto, became an instant hit despite being only its debut event.

There were thirty-seven flags fluttering in the breeze, representing all the nations to line up on the start line, with 21 percent of the entrants coming from Germany and a surprising 8 percent from Great Britain.

The new date for the diary for all those who'd like to (re)savour the atmosphere of LAKE GARDA 42 is Sunday 26th March 2023, and since you never change a winning formula, the race will once again start from Limone sul Garda in the province of Brescia. By the

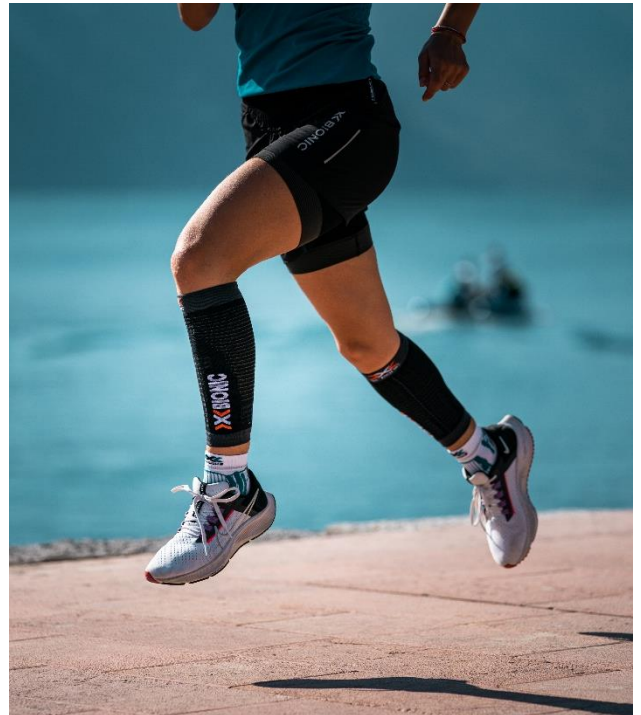


same token, the rest of the route will also remain unchanged: three-quarters of the course will take in a stunning “lake view”, with the competitors first running through Riva del Garda, then through Arco di Trento, before crossing the finish line in Malcesine, in the province of Verona.

The LG21 Half Marathon has also been confirmed, and the event programme will be rounded out with the LG KIDS RUN to take place on Saturday 25th March, a race dedicated to the champions of tomorrow featuring young runners between the ages of 5 and 12.

A FUNCTIONAL PARTNER

For this second edition of LAKE GARDA 42, the event organizers have involved an international partner such as X-BIONIC, a company that's been breaking new ground in the functional underwear and sportswear sector for over two decades, enabling athletes to confidently take on endurance sports whilst keeping their body temperature under control. The Swiss brand, with which the marathon organizers have signed a two-year contract, will be present at the event and will give it its new name, X-BIONIC LAKE GARDA 42, and all the participants will be able to touch the brand's quality with their own hands when they find a pair of customised LAKE GARDA 42 calf sleeves in their race pack.



“It’s with great enthusiasm that we welcome X-BIONIC into our family, a global brand that’s renowned as an innovator in the world of sport and that shares many values with LAKE GARDA 42,” declared Patrizia Pederzoli, head of the event’s organising team, “indeed, we’re connected through the same quest for quality, our international outlook and the desire to achieve maximum performance. For both companies, nothing satisfies us more than a happy runner!”



SWISS PRECISION AND MADE IN ITALY

Established in 1998, the Swiss company X-Technology Swiss Research & Development AG immediately proved to be a strong innovator in the functional clothing sector, capable of optimally combining Swiss precision with Italian craftsmanship. It was from this winning combination that X-BIONIC was born, and within just a few years it had redefined technical and functional sports clothing. X-BIONIC's Swiss research laboratories took the bionic knowledge they gleaned from nature and applied it to functional apparel, with the ultimate goal of increasing the performance and well-being of athletes.

“LAKE GARDA 42 is a unique event set in a stunning location that amazed the running world during its first edition, and it is destined to attract even more fans, including from the international running community,” emphasised Martijn Jegerings, CMO of X-BIONIC, “and we’re thrilled to be part of this special event as title sponsor and to offer our extraordinary long-distance running experience to a wide audience.

We’re working alongside a highly professional team of organisers, and we look forward to developing this event further with them in the coming years.”

Research that has led to more than 750 highly innovative international patents such as, for example, the principle that enables athletes to preserve their energy reserves through the regulation of their body temperature. In addition, X-BIONIC has won over 600 international awards for the innovativeness, functionality and quality of its materials.

ENROL NOW TO GET A DISCOUNT

So, an incredibly promising partnership, and one that’s sure to last, a development that’s just the start with many new features and surprises to be unveiled in the coming months for this event which, on 26th March, will open FIDAL’s (Italian Athletics Federation) 2023 spring season. From now until 30th November, runners can sign up at a discounted fee of € 53.00 for the marathon and € 43.00 for the LG21 half marathon. The fee will increase after 1st December: so get your skates (or running shoes) on!

For news and updates visit: @lakegarda42 on Instagram and @lakegarda42 on Facebook.

More info on the X-BIONIC LAKE GARDA 42 can be found on the website www.lakegarda42.com



About COMUNICO Italia SSD a RL

X-BIONIC LAKE GARDA 42 is an event organised by the COMUNICO Italia SSD a RL sports association from Trento, which is part of the COMUNICO GmbH group, a specialised events organisation based in Bad Tölz, Germany. Since 1996, an international team has been supporting its founder, Christian Deissenberger, by devising, planning and implementing events throughout Germany, Austria and Italy. Thanks to many years of experience in the industry, COMUNICO GmbH is one of the leading agencies specialised in the planning of sports events, tourism marketing events, trade fairs, conventions and conferences. www.comunico-event.com

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