

Subject: RUNNING



## **X-BIONIC LAKE GARDA 42:**

### **TO CELEBRATE THE ONE-THOUSANDTH PARTICIPANT, YOU CAN NOW ENTER THE MARATHON AT THE PRICE OF THE HALFMARATHON**

*More than one thousand participants have signed up for the X-BIONIC LAKE GARDA 42 marathon and to celebrate this significant milestone the organizers are offering registration for the classic 42-kilometer distance at the price of the half-marathon: this promotion is only valid until the 10th of January 2024. 60% of the registered participants are from European countries (excluding Italy), indicating the strong allure that the race around Lake Garda has for runners across the continent.*

Hashtag: #LAKEGARDA42 #LG42

The new year for the X-BIONIC LAKE GARDA 42 has begun on a positive note confirming the growing trend of this running event. It ranks thirteenth among Italian marathons in terms of the number of participants and the organizers have announced another significant milestone: they've reached the 1.000th participant for the full 42-kilometer race.

*"With three and a half months left until the event, we are very pleased and above all optimistic about the ongoing participation in the classic marathon distance - comments Patrizia Pederzolli-Deissenberger from Comunico Italia - Surpassing the one thousandth participant in a challenging distance like 42 kilometers, especially in our third edition, is a result that rewards the entire concept of our event".*



A promotion has been launched to support the growth of the X-BIONIC LAKE GARDÀ 42 that allows participants to register for the marathon at the price of the half-marathon. This means 58 Euros instead of 68 Euros using the promocode LG42NEWYEAR only until the 10th of January. It is expected that the total of 2,700 participants from the two competitions in 2023 will be significantly surpassed in the third edition on the 14th of April this year. The two courses will remain unchanged: the marathon will start from Limone sul Garda in the province of Brescia, pass through Arco di Trento and Riva del Garda, and finish in Malcesine (in the province of Verona); the half-marathon will start from Arco to share the second part of the race with its longer counterpart, finishing in Malcesine.

An analysis of the participants underlines the value of this milestone. It reveals that over 25% of the participants fall into the relatively young age range of 25 to 34 years, a demographic typically associated with more experienced runners in this distance. Similarly, the origin of the one thousand participants holds significance in terms of promoting international tourism: 205 Germans, 94 Brits and 55 French have registered for the marathon. In this hypothetical (and still provisional) podium, Italy takes the second spot with 197 participants, aided by the event's inclusion in the FIDAL calendar.



While the marathon numbers are impressive, the trend in half-marathon registrations confirms the strong appeal of the 21 kilometers for female runners, with over 54% of the entries being women. *"Few races can boast over half of their participants being women and the entire organizing committee is particularly proud of this. Demonstrating how attractive the LG21 is and hopefully it serves as a stepping stone for many of these runners to one day compete in the main distance, the 42 kilometers and 195 meters"* concludes Patrizia Pederzolli-Deissenberger.

All registrations, including those taking advantage of the ongoing promotional offer until the 10th of January, will receive the race kit containing the extraordinary X-SOCKS® Run Perform Crew socks,

provided by the official partner of the event, X-BIONIC. Thanks to innovative mesh structures, Suppronation® bands, and Roll Support cushions, runners will experience an exceptional level of foot protection, as well as support and comfort kilometer after kilometer.

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](http://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](http://www.comunico-event.com)

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