

Subject: RUNNING: the FILA Morning Run is among the events at the X-BIONIC LAKE GARDA 42, which in the meantime has reached a record number of participants



X-BIONIC LAKE GARDA 42 COMMUNICO ITALIA ANNOUNCES A RECORD NUMBER OF PARTICIPANTS AND FILA AS AN OFFICIAL PARTNER FOR RUNNING SHOES

At the X-BIONIC LAKE GARDA 42 event, FILA will be the protagonist of the race reserved for 50 runners who, on the morning of Saturday the 13th of April, will be able to test the latest running shoes on the suspended walkway in Limone sul Garda. So far 3,700 participants have registered for the LG42 marathon and the LG21 half marathon meaning only 300 remaining bibs available.

Hashtag: #LG42 #filarunning

The brand was born in 1911 in the province of Biella, Italy and since then in the last century **FILA** has entered into sporting history through numerous disciplines, from tennis to skiing and also running. It is therefore a welcome return that the Italian company is experiencing, offering footwear dedicated to running. To offer an experience to its audience of runners, FILA has chosen to join the pool of companies that will support the third edition of the **X-BIONIC LAKE GARDA 42** event, a running event along the northern shores of Lake Garda which includes the LG42 marathon, the LG21 half marathon and the LG KIDS children's race.

The organization of the **FILA Morning Run** was created through the partnership between the X-BIONIC LAKE GARDA 42, FILA and the Limone sul Garda council. It's an event where runners will have the chance to try **Astatine** and **Potaxium**, the latest models of running shoes recently launched by FILA, on the extraordinary walkway in Limone sul Garda that is suspended above the lake: a distance of four kilometres one way and then back to the starting point, where a breakfast on the lakeside will await all of the participants, including the FILA ambassadors. This "social run" is somewhat exclusive because it is reserved for the first 50 runners who register on the X-BIONIC LAKE GARDA 42 website. It will take place on **Saturday the 13th of April**, the day before the LG42 marathon and the LG21 half marathon. With the addition of the FILA Morning Run, the X-BIONIC LAKE GARDA 42 event qualifies as a real running festival spread over an entire weekend, from Friday the 12th to Sunday the 14th of April.



FILA Potaxium



FILA Astatine

Peter Bader, FILA Marketing, emphasised that « FILA is proud to announce its partnership with the X-BIONIC LAKE GARDA 42 event, a collaboration that has a special significance for FILA, as it marks a return to its roots in northern Italy. In 2023, FILA launched its first performance running shoes in Europe after more than 10 years, with a focus on the Astatine carbon running shoe, which helps both professionals and amateurs exceed their personal best. In 2024, FILA introduced its latest innovation, the Potaxium running shoe, which seamlessly blends cutting-edge technology with superior comfort and performance ».

Meanwhile, the X-BIONIC LAKE GARDA 42 marathon and half marathon have reached a record number of 3,700 registered athletes: anyone wishing to participate must be quick to join because when we reach 4,000 registered athletes, the system will be closed. The organization, in fact, has foreseen a gradual growth of the event so as to guarantee the best possible experience while promoting safety, fun and contributing to the well-being of all participants and host towns.



Marathon runners on the walkway suspended above the lake in Limone sul Garda during the last LG42 marathon.

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

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

X-BIONIC LAKE GARDA 42 Press Office coordinated by LDL COMeta

via Quinto Alpini, 4 – 24124 Bergamo
Tel. +39 035 4534134 / Tel. +39 035 346525

For press information:

Luca VALLATI

luca.vallati@ldlcometa.it - mobile: +39 375 7750032

Press releases available on: www.ldlcometa.it