

Subject: RUNNING: PEAK SPORT is the new title sponsor of LAKE GARDA 42, scheduled for the weekend of April 10 – 12, 2026.



PEAK WILL BE ALONGSIDE LAKE GARDA 42 FOR THE NEXT 3 YEARS

*Six months before the event, registrations for the LG42 and LG21 are already sold out, confirming the appeal of the running event on the shores of Lake Garda. The big news is the arrival of a new title sponsor: from 2026, the event will be called **PEAK LAKE GARDA 42**. A partnership has been signed with PEAK SPORT – a global sports brand and manufacturer of sports footwear, clothing, sports accessories and other sports equipment. The partnership also covers the “**PEAK Morning Run**” on the day before the event, with PEAK SPORT contributing its running industry experience to the event, marking an important step in its growth.*

Hashtag: #LG42

Runners wasted no time: registrations for both the LG42 and LG21 **sold out** more than six months before the start. The northern shores of Lake Garda, spectacular as ever, are preparing to welcome 5,000 runners to the fifth edition of LAKE GARDA 42, one of Europe's most fascinating marathons, scheduled for Sunday 12 April 2026. The only thing missing was the event's title sponsor: now that has been found too.



Ph Harald Wisthaler - LAKE GARDA 42

From 2026, and for the next three years, the event will be called **PEAK LAKE GARDA 42**. This is an important partnership for a company that wants to play a leading role in the road running sector and has chosen the international race on Lake Garda as an opportunity to introduce itself to the European public.

Founded in 1989 in Quanzhou, China, PEAK SPORT is now a global sports brand distributed in more than 155 countries. PEAK stands out for its key innovation, patented adaptive cushioning technology called 'PEAK TAICHI', which guarantees comfort and high support when running at the end of the aerial phase. In addition, PEAK has developed interesting expertise in 3D printing for sports footwear. Internationally recognised for its significant presence in basketball, the company aims to broaden its horizons with the goal of becoming a benchmark in other sports sectors as well, with road running being a natural target.



Photo by PEAK SPORT

*«As a sports brand with strong ties to the world of running, at PEAK we have always focused on technological development in the design of our products: from running shoes to technical clothing, we have constantly refined solutions that combine performance and experience for runners around the world – declared **Christin Wu**, Deputy General Manager of Peak Sport – and the Lake Garda 42 experience in the running event landscape aligns perfectly with our philosophy. We have therefore decided to form a partnership that will allow us to showcase our running technology, such as PEAK TAICHI High-Tech Instant Rebounding, to an international audience that is extremely attentive to their choice of shoes over the next three years.»*

The partnership is wide-ranging and also includes the traditional Saturday morning run, now officially known as the PEAK Morning Run.

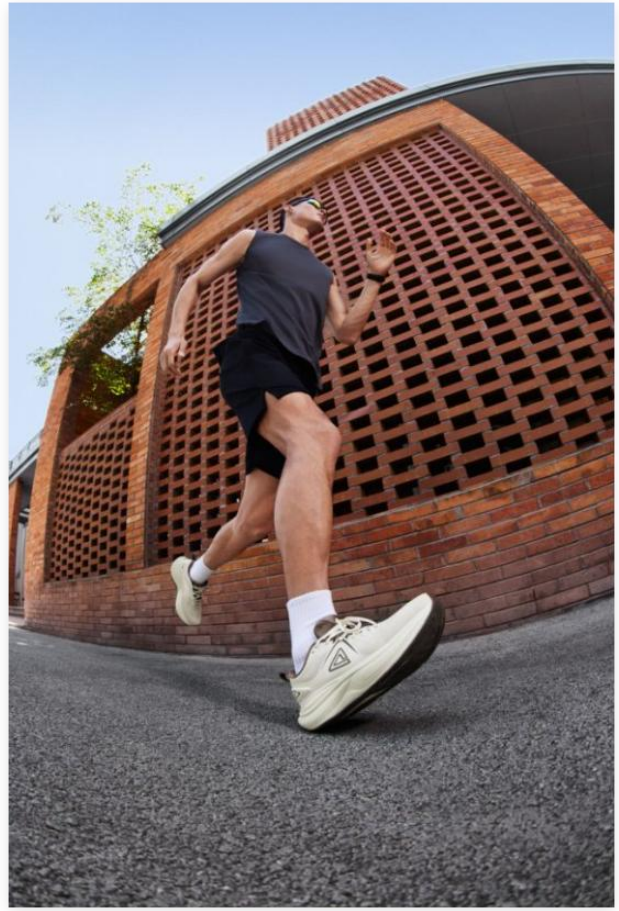


Photo by PEAK SPORT

COMMUNICO Italia, the company organising the event, is also very pleased: «*With PEAK, we have a strong international partner as title sponsor.* – commented **Patrizia Pederzolli-Deißenberger** – *The global sports brand PEAK will accompany our marathon over the next three years and embodies passion, performance and lifestyle: values that fit perfectly with the spirit of our event. Together, we want to promote the world of running and enrich the marathon with new stimuli for all participants.*»

A unique race that touches three provinces (Brescia, Trento and Verona) and three regions: there are still six months to go, but the picture of **PEAK LAKE GARDA 42** is becoming increasingly complete. A new sponsor but the same desire as always to enjoy a day of sport in a dream setting.

For updates and social media news: @lakegarda42 on Instagram and @lakegarda42 on Facebook.

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

About COMUNICO Italia

PEAK LAKE GARDA 42 is an event organized by the Trentino-based company COMUNICO Italia SSD a RL, part of the COMUNICO GmbH group, an agency specializing in events based in Bad Tölz, Germany. Since 1996, an international team has been supporting founder Christian Deissenberger in designing, planning, and implementing events in Germany, Austria, and Italy. Thanks to the experience gained over many years of activity in the sector, COMUNICO GmbH is one of the leading agencies in the organization of sporting events, tourism promotion, trade fairs, congresses, and conferences. www.comunico-event.com

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