



ADIDAS ANNOUNCED AS TITLE PARTNER OF MANCHESTER MARATHON

Manchester Marathon and adidas have agreed a new long-term partnership beginning with the 2023 event.

The agreement will see the sportswear giant become title partner for the 2023 adidas Manchester Marathon taking place on Sunday 16th April. The event has increasingly become a favourite with runners of all abilities, ranging from some of the world's greatest elite runners, to those who thought completing a marathon would never be possible. It's the second largest marathon in the UK by a distance, and one of the five most popular in Europe, with over 24,000 people registered to run in last Sunday's 2022 edition.

The vision of the adidas Manchester Marathon is to continue focussing on equal opportunities and growing running communities, with the event assisting runners of all abilities with a range of training support and expertise.

Nick Rusling, CEO of event organisers Human Race Events, comments: "We are delighted to be working alongside the team at adidas. It quickly became apparent we share the same values and passions. Both the Manchester Marathon and adidas are stand-out brands within the world of running and therefore the partnership is a very natural one. Working together is a huge step forward in our goal of improving lives through mass participation events for everyone."

Chris Walsh, VP Brand, adidas North Europe said: "We are delighted to announce our title sponsorship of the Manchester Marathon. We are passionate about providing access to sport and enabling more people to enjoy running. At adidas, we believe that through sport we have the power to change lives and we look forward to celebrating the hard work and dedication of every runner as they take on race day in April 2023."

Places in next year's adidas Manchester Marathon, which is set to return on Sunday 16th April 2023, are available from midday on Tuesday 5th April. To celebrate the new partnership a new entry type will give runners the opportunity to sign-up and receive an adidas Manchester Marathon training t-shirt at a reduced price. More exciting updates about the 2023 adidas Manchester Marathon will be announced later this year.

Human Race and 2022 partner Therme Group will continue to work together to promote healthy active lifestyles that benefit physical and mental wellbeing, as well as sharing a long-term focus on engaging local communities.

To find out more about how to run or volunteer at the next event, visit www.manchestermarathon.co.uk.

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About the adidas Manchester Marathon

The adidas Manchester Marathon is Europe's fourth biggest marathon and one of the UK's premier running events attracting over 24,000 runners each year. Famous for its flat course and friendly atmosphere, the adidas Manchester Marathon is run by some of the world's greatest elite runners, right through to those who thought completing a marathon would never be possible.

Many regular runners find this the ideal event to get a personal best time, whilst everybody finds the incredible Mancunian support throughout the course unforgettable. For more information visit manchestermarathon.co.uk

About Human Race

Human Race is the UK's leading mass participation events company, putting on over 9 events each year in triathlon, cycling, running, and duathlon. Part of Amaury Sport Organisation (A.S.O.), owners of the Tour de France and the leader in the French running and sportive market, Human Race's prestigious portfolio includes the adidas Manchester Marathon, Manchester Half Marathon, Dragon Ride, Royal Windsor Triathlon, the Cancer Research UK London Winter Run and the Dorney Lake Series. The company also specialises in delivering bespoke corporate events, working with businesses such as JLL.

Human Race's events bring together an active community of people taking part in sporting events for reasons ranging from fitness, competition, charity, health, fun or to simply finish. The participants vary from nervous first timers of all ages through to World Champions. Collectively, the events raise millions of pounds for hundreds of charities each year. www.humanrace.co.uk

About adidas

adidas is a global designer and developer of athletic and lifestyle footwear, apparel, and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster, and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

For more information, please visit: adidas.co.uk