



## PRESS RELEASE

Paris, 13 April 2019

**Salon du Running**  
From Thursday 11 April to Saturday 13 April 2019

### The best of the 2019 Salon du Running!

The alleys of the Salon du Running have been packed with visitors since the doors opened on Thursday 11 April at 3pm. Coaching seminars, conferences, presentation of new products and tips set the tempo for this week dedicated to running.

More than 200 exhibitors came together over the **60,000m<sup>2</sup>** of the Salon du Running. Nearly **90 000 visitors** flocked to the show and the feeling is unanimous!

*"Better than London", Michelle and Richard told us with a smile, two British visitors respectively 55 and 62 years of age. "This is our first Schneider Electric Marathon de Paris. We really like it, we will come back". It is the same story for 28-year-old Amélie, who on Sunday will take part in her first marathon. "The atmosphere of the Salon du Running is very pleasant; everyone is very friendly". 39-year-old Nicolas, who is a seasoned runner and is looking to put in a strong showing in this edition, concludes, "I enjoy coming back year after year to stroll among the exhibitors of the Salon du Running".*

- **90 000 visitors!**

The Salon du Running is not just a happening for marathoners! By multiplying the experiences, giving more room to complementary activities and well-being, the Salon du Running also attracts occasional runners as well as new and future converts to the passion of running. Salon du Running Director Simon Deleplanque rejoices: *"The Salon du Running is not just attended by 'core-runners'. The contribution of additional sports such as triathlon, fitness or yoga can attract people who jog at the weekend in addition to their weekly activities in the gym. People come for advice and to discover other sporting activities".*

- **Innovation awards**

In a constantly changing and evolving sector, the Salon du Running has become *THE* place to present what's new in running every year. This initiative was so successful that a prize had to be awarded. No less than 20 products were in competition and entrusted to a jury of professionals.

For this second edition, first prize went to the Optishokz Revvez audio sunglasses. Ideal for all sporting activities, they effectively protect you from the sun while allowing you to listen to music thanks to bone transducers located at the end of the branches. The Revvezs won from the Metaride, the latest technological innovation from Asics, which allows for reducing energy output by 20% when flexing the ankle. Third place went to the new redesigned functionalities and design of the Vapor Krar 2 for men and Vapor Howe 2 for women race vests by Nathan.

**More information at [www.salondurunning.fr](http://www.salondurunning.fr)**



le Salon  
à RUNNING

11-13  
AVRIL  
2019

LE RENDEZ-VOUS  
DE TOUS LES  
RUNNERS

COACHING  
NOUVEAUTÉS  
ENTRAÎNEMENTS  
ANIMATIONS...



## PRESS RELEASE

### FOLLOW THE SCHNEIDER ELECTRIC MARATHON DE PARIS

- **France Télévisions:** The race will be aired **live** on **France 3 beginning at 8am** and will be available on live streaming on the francetvsport site and applications.
  - **Social media and Social Corner:** the behind the scenes of the most spectacular marathon in the world on Twitter and Instagram.
- To get see the last-minute preparations of the runners and follow the race live, the Schneider Electric Marathon de Paris has created a "Social Corner" which aggregates all content sent on Twitter with the hashtags **#ParisMarathon**, **#LifelsOn** and **#WhatsYourBoldIdea**.
- **Follow the runners live on the official app and site:** Live Tracking will also be available on the official Schneider Electric Marathon de Paris application. This app provides live information on the runners' performance, access to the interactive map and the updated classifications.

More information at [www.schneiderelectricparismarathon.com](http://www.schneiderelectricparismarathon.com)

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