SATURDAY, 27 JUNE: 'BURSTING WITH ENERGY' IN SOUTH TYROL FOR THE SPORTHILFE HEROES RUN 2020

Easy yet demanding: the aim of this challenge is for every South Tyrolean to run, walk, or cycle in the province for one week and reach a total of 100,000 kilometres.

Download the SPORTHILFE HEROES RUN app and, between Saturday, 27 June and Sunday, 5 July 2020, take part in the SPORTHILFE HEROES RUN and upload your progress – be it on foot or by bike.

The initiative is promoted by Sporthilfe Alto Adige and represents the will to restart in the province while also raising funds to support young, talented South Tyrolean athletes. An inaugural event will be live streamed on www.sporthilfe.it on Saturday, 27 June and include some of the most important names of the local sports landscape.

<u>Bolzano, 25 June 2020</u> – South Tyrol was the first Italian province to implement lockdown and the first to lift measures after the pandemic's peak. We want to be the first to run a large-scale initiative which can easily involve the entirety of the province's population.

The **SPORTHILFE HEROES RUN** is just around the corner – this charitable initiative asks participants to **'raise' 100,000 kilometres**. **Between 27 June and 5 July 2020, run, walk, or hop on your bike or mountain bike** and upload your kilometres on the free SPORTHILFE HEROES RUN iOS and Android app.

Sporthilfe Alto Adige, a non-profit association whose aim is to support young, talented South Tyrolean athletes, is behind the idea. SPORTHILFE HEROES RUN 2020 was created as an homage to all the heroes who have been working on the front line during the COVID-19 emergency. **Arno Kompatscher, President as well as Councillor for Sports of the Province of Bolzano**: *'Our heartfelt thanks go to these true heroes. The initiative also aims to highlight South Tyrol's willingness to get back on its feet after weeks of a forced break by practising sports, too.'*

Take part in SPORTHILFE HEROES RUN by running, walking, or cycling on your own or with your family. You can also sign up as part of your sports club or company while still exercising on your own to comply with the social distancing and safety measures in the Province of Bolzano. Go at your own pace and explore the paths and roads you love the most in the province to reach one common goal.

SPORTHILFE HEROES RUN also aims to **raise funds to support young, talented South Tyrolean athletes** who have honoured their country in different disciplines. The initiative can count on the support of some of the most important South Tyrolean athletes: **Dorothea Wierer, Laura Letrari, Elena Pirrone, Manfred Mölgg, Christoph Innerhofer, and many more**.

An inaugural event for this special initiative will be live streamed on Saturday, 27 June 2020 at 10 a.m. on www.sporthilfe.it and will feature athletes, institutional representatives and many other guests.

Do not miss out on this event open to everyone: exercise is good for our health as well as our society and can contribute to making the world a better place.

For further information visit www.sporthilfe.it

Sporthilfe Alto Adige
Sporthilfe Alto Adige is a non-profit organisation which was created with the aim of helping and supporting young, talented South Tyrolean athletes. This support can be psychological or economic in nature. It was established in 1987, and to this very day it helped fulfil the dream of more than 1,400 young people across a variety of disciplines.
Sporthilfe Alto Adige's goal is to support the training of athletes to ensure they can fully express their potential and bring honour to their country.
Being a non-profit organisation, Sporthilfe Alto Adige raises funds using membership fees and donations, partnerships with companies, other businesses and local sports clubs as well as organising charity events, such as the Sporthilfe Alto Adige lottery.

For further information visit https://www.sporthilfe.it

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