

ADNOC Abu Dhabi Marathon launches new community initiative and 2019 medal design

- 2019 race finishers to receive stylish ADNOC Abu Dhabi Marathon medal
- #1kEveryDayChallenge launched to offer participants of all levels to complete their own marathon
 - Maserati returns as Automotive Sponsor for second year running

20 October 2019, Abu Dhabi. With just over six weeks to go until the return of the second ADNOC Abu Dhabi Marathon, the designs of the finishers' medals have been unveiled. The reveal of the medal designs coincides with the launch of a campaign to encourage the community 'finish' a marathon on 6th December by walking 1km every day, in the lead up to the event, culminating in completion of the 2.5km, 5km or 10km races.

These exciting developments follow the news that Italian luxury automotive brand, Maserati, will return as the Official Car of the 2019 ADNOC Abu Dhabi Marathon.

New Medal Design For 42km Runners

All runners who complete one of the four races taking place on Friday, 6th December, will be awarded a bespoke ADNOC Abu Dhabi Marathon medal which has been designed especially for the event. Two medal designs have been created for participants in different categories – one for runners completing the full 42.195km marathon and another for those finishing the 2.5km, 5km, 10km races.

Both medals' contemporary designs incorporate the event logo's unmistakable running silhouette on Abu Dhabi's iconic Corniche skyline that features the prominent ADNOC HQ Tower. While the medal for the 10km, 5km and 2.5km commemorates the finisher's achievement with the triumphant engraving 'I did it', medals for those completing the full marathon will have a simple yet declarative stamp of '42.195km' on theirs.

Speaking on the occasion, H.E. Aref Al Awani, General Secretary of the Abu Dhabi Sports Council, said: "Whatever the age or ability of each participant, it is important to recognise their efforts in joining the community at such a wonderful event and completing a race distance that suits their fitness levels. To mark their achievements, it is fitting that they will receive such an elegantly designed medal that celebrates the spirit of our great city. Nonetheless, to complete a full marathon race is an extra special accomplishment that requires months of training and dedication. As such, we thought that those completing the full marathon should receive something that distinguishes their incredible hard work."

#1kEveryDayChallenge Launched

ADNOC Abu Dhabi Marathon is encouraging members of the local community to increase their activity levels ahead of race day by walking or running 1km every day up to the 6th December in an attempt to finish their



own personal marathon. Starting 40 days out on 27th October, those who go 1km per day and complete the 2.5km race will have walked or run a combined distance of 42.5km when they cross the finish line next to ADNOC Tower. Similarly, those competing in the 5km and 10km races can begin their 1km every day on the 30th October and 4th November respectively to complete the challenge.

Participants will be encouraged to share their progress by posting social media updates with the hashtag #1kEveryDayChallenge. Those who complete the challenge and finish their ADNOC Abu Dhabi Marathon race will be able to apply for an additional Certificate of Completion from the website and display it with pride to friends and family.

Participants who finish this challenge will be able to claim their 'Certificate of Completion' through the website to mark their personal triumph.

Automotive Sponsor Returns

In partnership with Premier Motors, the official Maserati dealer in Abu Dhabi, the iconic automotive brand will add a touch of Italian horsepower and striking design, which the UAE and Abu Dhabi have become known for, at the open participation race event on Friday 6th December.

Commenting on the announcement of the sponsorship, Jad Elias, Vice-President Maserati, Al Tayer Motors said: "Premier Motors and Maserati are pleased to support the event for the second successive year and look forward to an exciting competition, which will enable Abu Dhabi to strengthen its position as a leading sporting destination in the Middle East."

In its official role at the event, the Maserati of SUVs - Levante, will once again lead the field of elite athletes topped with a clock, from ADNOC Towers Headquarters on the Corniche as they embark on their run around the city. Premier Motors will also provide Maserati Ghibli and Quattroporte vehicles to guide the additional various waves of the historic race.

ENDS

Free weekly training sessions timetable

Sunday: Umm Al Emarat Park – Ladies only

September 18th – November 24th – 7:30-8:30pm

Meeting point: Inside Main Gate

Facilities: Toilets available

Monday: AI HUDAYRIAT ISLAND

May – November 25th – 8:00-9:00pm

Meeting point: By bike shop – look out for our flags

Facilities: Toilets available



Tuesday: YAS Marina Circuit

September 24th – November 26th – 8:45-9:45pm

Meeting point: Entrance arch

Facilities: Toilets available

Wednesday: Fitness First, Dubai Autodrome

September 18th – November 27th – 7:00-8:00pm

Meeting point: Main garage

Facilities: Toilets available

Wednesday: Zayed Sports City

June 5th – November 27th – 7:45-9:00pm

Meeting point: Running track – look out for our flags

Facilities: Toilets available

2019 ADNOC Abu Dhabi Marathon Prices

2.5KM 'Fun Run': AED 50 (children under six take part for free)

5KM Race: AED 75

10KM Race: AED 150

Marathon: AED 350 (podium finishers are eligible for an Age Group Prize Fund)

For more information visit: www.adnocabudhabimarathon.com

Facebook: [ADNOC Abu Dhabi Marathon](https://www.facebook.com/ADNOCABU DHABI MARATHON)

Twitter: [@ADNOCADmarathon](https://twitter.com/ADNOCADmarathon)

Instagram: [adnocadmarathon](https://www.instagram.com/adnocadmarathon)

Hashtags: #RunInAbuDhabi #EnergyforLife

About Abu Dhabi Sports Council



Abu Dhabi Sports Council (ADSC) was established in 2006 by His Highness Sheikh Mohamed Bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the UAE Armed Forces.

ADSC is aligned to the emirate's leadership vision to develop sport and youth activities. The Council promotes an effective, emirate-wide sports calendar that stimulates the desire to participate in quality sports among all Abu Dhabi residents and helps the talented and motivated reach their sporting potential.

The Council also hosts and supports the staging of international world-class sporting events. These include: the annual Abu Dhabi HSBC Championship presented by EGA; the Formula 1™ Etihad Airways Abu Dhabi Grand Prix; the ITU World Triathlon Series; both the Abu Dhabi and Gary Player Invitationals; the Fatima Bint Mubarak Ladies Open on the Ladies European Tour, the Red Bull Air Race; the Mubadala World Tennis Championship; the 2017 and 2018 FIFA Club World Cups; the 2019 AFC Asian Cup UAE, the UCI WorldTour event, and the UAE Tour.

We at ADSC firmly believe that sporting events deliver a host of benefits for the emirate and its residents. These span improved health and wellness, the building of community spirit, the discovering of local talent and the delivery of international exposure of the emirate as a world-class sporting events hub.

Whether it is land, sea or air, we have sport covered.

For more media information please contact: Ahmed Wahab Al Juboori at Abu Dhabi Sports Council: awahab@adsc.abudhabi.ae

About ADNOC

ADNOC is one of the world's leading diversified energy and petrochemicals groups with a daily output of about 3 million barrels of oil and 10.5 cubic feet of natural gas. With 14 specialist subsidiary and joint venture companies, ADNOC is a primary catalyst for the UAE's growth and diversification. To find out more visit www.adnoc.ae. For further information: media@adnoc.ae

About Premier Motors

Premier Motors is the official dealer for Maserati, Ferrari, Land Rover, Jaguar, Ford and Lincoln in the emirate of Abu Dhabi. The company's automotive portfolio also includes Ford Trucks.

Premier Motors' showrooms are located at Khalidiya and Mussafah in Abu Dhabi, and Senayya in Al Ain, while service and parts centres are in Mussafah and Saniya in Al Ain.

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For further information: Please visit <https://www.premier-motors.ae/maserati>

