



## NIKE ANNOUNCED AS THE OFFICIAL TECHNICAL SPONSOR FOR THE UPCOMING 2021 ADNOC ABU DHABI MARATHON

- World-leading sports footwear and apparel company, Nike, to deliver high quality sportswear to participants of the world-class sporting event
- Participants will have the opportunity to train with Nike Athletes, Abeer Al Khaja and Mohammed Al Balooshi ahead of the event
- Over 2,600 runners have already signed up for the 2021 ADNOC Abu Dhabi Marathon
- Participants can personalize their official race t-shirts for AED 60 (plus VAT)
- 10% early bird discount on offer until the end of July

**Abu Dhabi, United Arab Emirates – 1<sup>st</sup> July 2021:** Organizer, Abu Dhabi Sports Council (ADSC) and race title sponsor, Abu Dhabi National Oil Company (ADNOC), today, announced Nike as the official technical sponsor for the 2021 ADNOC Abu Dhabi Marathon.

The two-year agreement will see Nike, the world's leading sports footwear and apparel company, supply high-performance sportswear for the upcoming editions of the much-anticipated race. Registered participants will receive a complimentary ADNOC Abu Dhabi Marathon Nike Technical T-Shirt which will be officially unveiled in September.

In addition to supplying innovative sportswear for this year's 2021 ADNOC Abu Dhabi Marathon, Nike plans to offer exclusive training sessions to participants. The sessions will be led by Nike Athletes, Abeer Al Khaja and Mohammed Al Balooshi. Further details on these exciting sessions will be announced soon.

Ahead of the Nike training sessions, participants can take advantage of the ongoing ADNOC Abu Dhabi Marathon training programme to prepare for the event. The hugely popular and free weekly sessions provide tailored sessions and fitness plans for runners in all categories. Youssef Rochdi, a member of the USA Track & Field Association (USATF) and winner of multiple USATF long-distance championships, and his team of certified coaches lead the sessions. For more details, please visit:  
<https://www.adnocabudhabimarathon.com/training-support/>





# ADNOC ABU DHABI MARATHON

f t i #RunInAbuDhabi  
[www.adnocabudhabimarathon.com](http://www.adnocabudhabimarathon.com)

**H.E Aref Al Awani, General Secretary of Abu Dhabi Sports Council,** said: *“We are delighted to announce this strategic partnership with Nike, a well-recognized global conglomerate known for its innovation and excellence. We welcome this new addition to our list of partners, in line with our much broader plan to cement Abu Dhabi’s growing reputation as a world-class sporting destination. The ADNOC Abu Dhabi Marathon has become a distinguished global event that attracts thousands of participants from different social groups, and through this collaboration, we aim to deliver a world-class experience to all participants”.*

**Mohammad A. Baker, Deputy Chairman and CEO of GMG, the official distributor of Nike in the UAE,** added: *“Our purpose is genuinely to inspire others to win in all that they do. GMG is proud to do this through our brands and at events like the ADNOC Abu Dhabi Marathon, collaborating with public and private sector partners to improve people’s lives through active living.”*

As it steps up preparations for the marathon, Abu Dhabi Sports Council is prioritizing the health and welfare of all participants and spectators in close coordination with the relevant government agencies to ensure a successful event. The event will take place with robust safety precautions to safeguard the health and wellbeing of participants and spectators. Precautions include a requirement for participants to show proof of full COVID-19 vaccination. To find out more details about the event’s Covid-19 protocols and procedures, please visit the ADNOC Abu Dhabi Marathon website. Due to Covid-19 precautions, limited places are available in the event, and individuals interested in participating are urged to sign up soon: <https://www.adnocabudhabimarathon.com/register-now/>.

A 10% early bird discount is on offer until 31 July. Once registered, runners will receive updates via email and announcements will be communicated through the official website and social media channels. Participants can personalize their official race t-shirts during the registration process for only AED 60 plus VAT. The t-shirts will be delivered with the race pack ahead of the event. Runners can also choose to pick up their race packs from one of the Nike stores in Marina Mall and Yas Mall in Abu Dhabi, and Mercato Mall and Dubai Festival City in Dubai, in addition to the race village.

**For more information visit:** [www.adnocabudhabimarathon.com](http://www.adnocabudhabimarathon.com)

- Facebook: ADNOC Abu Dhabi Marathon
- Twitter: @ADNOCADmarathon
- Instagram: adnocadmarathon
- Hashtag: #RunInAbuDhabi





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## About Abu Dhabi Sports Council

Abu Dhabi Sports Council (ADSC) was established in 2006 by His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi 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 sports council supports the organisation and hosting of many international sporting events in Abu Dhabi. These include the Abu Dhabi HSBC Golf Championship, UAE Tour, WTA Abu Dhabi International Women's Tennis Championship, World Triathlon Championship, Leaders Sports Business Summit, Abu Dhabi World Professional Jiu-Jitsu Championship, and IJF Abu Dhabi Judo Grand Slam.

Formula 1 Etihad Airways Abu Dhabi Grand Prix, ADNOC Abu Dhabi Marathon, Spartan World Championship, World Swimming Championships, Mubadala World Tennis Championships, and many other international events cement the reputation and position of Abu Dhabi as a global destination for sport.

ADSC believes that global and community sporting events provide many positive opportunities, most notably the encouragement of all segments and groups of society to practice sports activities.

Make the practice of sport a daily lifestyle, representing its positive impact on public health.

ADSC firmly believe that sporting events deliver a host of benefits for the emirate and its residents.

These include improved health and wellness, the building of community spirit, the discovering of local talent and enhancing the reputation of the emirate as a world-class sporting destination.

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

## About ADNOC

ADNOC is a leading diversified energy and petrochemicals group wholly owned by the Emirate of Abu Dhabi. ADNOC's objective is to maximize the value of the Emirate's vast hydrocarbon reserves through responsible and sustainable exploration and production to support the United Arab Emirates' economic growth and diversification. To find out more, visit: <http://www.adnoc.ae>

