



DESERT MARATHON

EILAT
ISRAEL 2019 *Eilat*

PRESS MEETING



History

International Desert Marathon was born in 2011.

It was named Eilat Desert Run.

Next year we will celebrate the 10th Anniversary of Most Magic and Beautiful event in the world which now real International.



Desert Marathon | 2015

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5 leading countries
5 המדינות המובילות



59 Hungary



57 Poland



41 Germany



29 Russia



18 Romania

400 Runners from 37 countries
from all the world



42.2 km

600

21.1 km

1300

10 km

800

5 km

400

FAMILY RUN

400





WOMEN
1430

MEN
1750



Marathon Israel leads the development of strategy and marketing management of sport events in Israel and the international market.

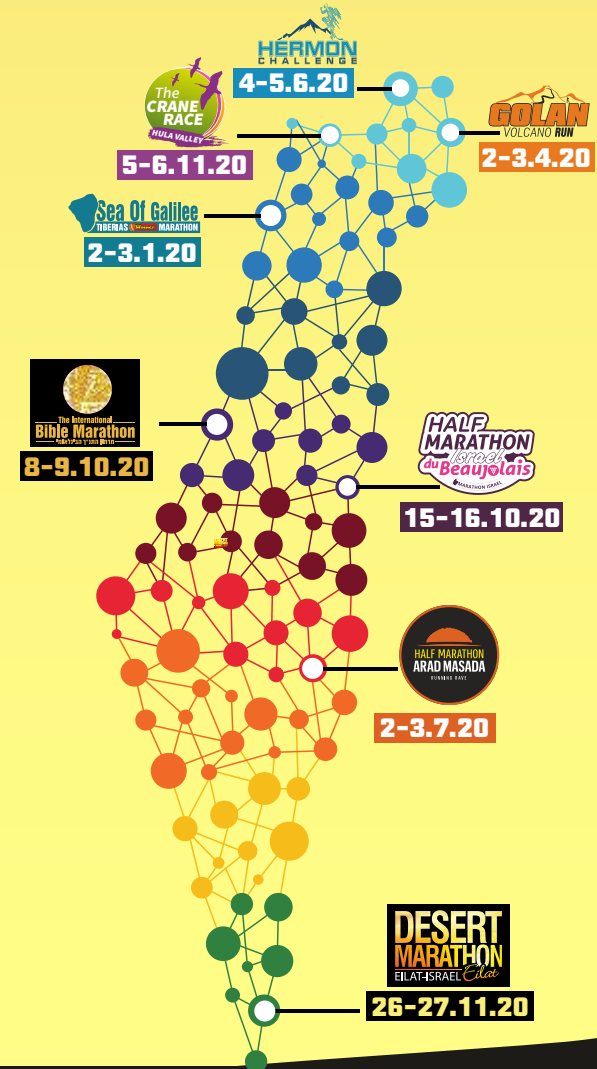
The company is a partner and was a founder of the most famous events such as **Tel Aviv** and **Jerusalem marathon**.

It's so exciting to experience Israel through the running of **Marathon Israel** events.

From **North** to **South** we hosts **eight unique running races** that bring **thousands of runners** from abroad.

Each event support and help to marketing all **Marathon Israel Collection** and present to the international tourists how **beautiful, different and safe Israel**. According to our statistics more then **80%** of our international participants come back to Israel and bring friends and families.

Our French friends even brought us an event! Now, **Marathon Israel** is a part of **Beaujolais Marathon Family** and Israel have a **Half Marathon Beaujolais** race which on it's 1st time, got **4000** participants (**180 from abroad**).





◆ CMEDIA.CO.IL

RUN TOUR

TEL AVIV – JAFFA

BY MARATHON ISRAEL

We are proud to announce the new venture from the Israel Marathon!

RUN TOUR it is a unique running tour where runners pass historical, cultural, architectural and culinary landmarks. The tour gives tourists a taste of what Tel Aviv has to offer, so they can decide where they want to visit after the run.

runtourisrael.com לפרטים נוספים

Desert Marathon on the world's map



To be a member of the Beaujolais Family is a great honor and also possibility to present our events. Last week, we presented the Desert Marathon on the Expo of Beaujolais Marathon in France. 18,000 participants from France and 125 other countries now have been acquainted with Desert Marathon. Also, Desert Marathon video was a part of the AIMS presentation movie on the last Symposium in Athens. The AIMS Association grows every year - 400 marathons and distance runs from more than 140 countries.



EXPO Beaujolais | 2019

AIMS Symposium | Athens 2019



Desert Marathon Schedule

Friday | 29.11.19

start 42.2k 06:00

start 21.1k 06:25

start 10k 06:45

start 5k 07:00

Medals and trophies ceremony 09:30

Shabbat and awarding ceremony 13:30

Movie and crazy after-run party 21:30



International Media Team of Desert Marathon



Alena's article about the **Desert Marathon 2017**

was translated into 4 languages and published in **Germany, Russia, Italy, Israel, UK.**

For 2 years in a row, the **Israeli Ministry of Tourism** has nominated **Elena** for **Israel Travel Award** in the category of the **Best Online Travel and Sport Article** about **Israel.**

Mauro Scovenna, Marco Bex Bassi and **Paolo Blengino - Desert Marathon 2018**

Have won the first prize as the best video produced in 2019 with “**Un ciclista a piedi nel deserto**”.



Alena Dyatlova | Russia



Mauro Scovenna & Marco Bex Bassi | Italy

The background features a vibrant sunset with a large white sun partially obscured by orange and yellow hills. Silhouettes of two male runners are on the left, and a female runner is on the right. Several birds are flying in the sky, and a palm tree is in the top left corner. A single acacia tree is on the right side.

Desert Time DESERT MARATHON

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See you at the start line!