



WINNER



PRESS RELEASE

Run along the Caldera at the 5th Santorini Experience

Real Madrid in Santorini!

Athens, June 20, 2019. Santorini is the ultimate all year-round tourism destination all over the world, distinguished for its deep blue sea, Cycladic architecture, volcanic energy and its famous sunset. From **October 4-6, 2019**, however, Santorini gives the world the opportunity to discover the island's sports tourism, through "**Santorini Experience**", with unique running and swimming races.

Specifically, on **Saturday October 5**, runners will have the opportunity to enjoy the **three established routes** on the **Caldera**, overlooking the enchanting images of the volcano and the background scenery of **Imerovigli, Firostefani and Oia**. The **5km "Aristides Alafouzos"** route concerns the running and dynamic walking, the **10km** is addressed to the most experienced in distances and the **15km route** to those who love strength, endurance and adrenaline. All routes start from the desalination plant in Oia, including mainly parts of soil, and finish in Oia. The running routes are designed by the former marathon runner, Greek classic route record holder, running trainer and director of All About Running, **Nikos Polias**.

On the occasion of the **5th "Santorini Experience"**, the technical director of the race highlighted: *"It is a great pleasure to find ourselves for another year at this really beautiful destination. The routes we have designed are suitable for athletes of all abilities and can satisfy even the most demanding runners. Once again we expect this year to welcome runners from all over the world who will come to enjoy the race and live a unique experience on the picturesque trails of the Caldera"*.

Enjoy a small sample of the **event's unique running routes** at the following **video**:
https://youtu.be/6Ivv_It20UM

"Santorini Experience" has become part of the global community of [World's Marathons](#) [numbering more than 4,331 running races worldwide].

Real Madrid in Santorini for the first time!

In the framework of "**Santorini Experience**", and in cooperation with **MGC Soccer Central**, head **coaches from the academies of Real Madrid** will visit Santorini for the first time and specifically the facilities of the athletic center **Playland**, from **October 3-6, 2019** and teach football to **children aged between 6 and 16**, using the coaching methodologies of Los Merengues! The **Real Madrid Foundation** is an organization responsible for teaching players with the Real Madrid coaching methodology throughout the world. Teaching is offered to male and female athletes. **Real Madrid Foundation Clinics of Greece** started in December 2018, aiming to promote the values of the foundation through sports and education. Register now. For more information visit: <http://www.frnclinicsgreece.com>

All participants will have the right to take part in Real Madrid's clinics to be held in Madrid. On the occasion of the clinics to be held in Santorini, **MGC Soccer Central, Chief Executive Officer, Mr. Yiotis Panayiotou** stated: *"It is a great pleasure for us to collaborate with Santorini and Santorini Experience for the first time. We are happy that we give the*

opportunity to children to learn the value of sports and the secrets of football, from coaches coming from Real Madrid, the club with the most European championship titles”.

Registrations for swimming and running continue

From **1/6/2019**, participants may register in the event according to the **final wave of registrations** which lasts until the start of the event. Register now on the following link: <https://activemedia.travelotopos.com>

2019 Santorini Experience offers

Take advantage of the **offers** available on **ferry tickets, car rentals and accommodation for “Santorini Experience”** at the following link: <http://www.santorini-experience.com/en/event-info/offers.html>

Samsung is the event’s **official technology partner** for one more year.

Official sponsors of the event include **Ford Motor Hellas, Athina Luxury Suites, Santo Maris Oia Luxury Suites & Spa, “Vikos” Natural Mineral Water, Blue Star Ferries** and **Alafouzos Sport**.

For another year, **Luanvi** is the event’s **official sports supplier**.

Official supporters of the event are: **Santorini Hoteliers Association, Meltemi Hotels & Resorts** and **Boatmen Union Santorini**.

Avance Rent A Car is the **official rental partner**.

National Geographic is the **strategic partner** of the event and **24 Media** its **premium media partner**.

DNA Travel is the **official transport partner**.

“Santorini Experience” is **assisted** by **West East Suites, Lifeguard Patrol, Voluntary Lifeguards of Santorini, Mediterranean Dive Club, Atlantis Dive Center** and **Santorini Nautical Club**.

Hospitality Sponsors include: **Santorini Hoteliers Association, Meltemi Hotels & Resorts, Athina Luxury Suites, Santo Maris Oia Luxury Suites & Spa, Canaves Oia, West East Suites, Vedema a Luxury Collection Resort, Mystique a Luxury Collection Hotel, Santo Houses, Desiterra Luxury Suites & Villas, 270 Oia’s View, Fanouris Condo, Monolithia, Casa Iphigenia, Sienna Resort, Esperas Santorini, Loizos Stylish Residencies, Iokasti Villa, Olive Cave Houses, Mesana Stone Houses**

“**Santorini Experience**” has joined the Greek actions of the **#BeactiveHellas 2019** program of the European Commission and is **under the auspices of the General Secretariat of Sports**.

“**Santorini Experience**” is a co-organization of **Municipality of Santorini, Municipal Sports Cultural Environmental Organization of Santorini (DAPPOS)** and **Active Media Group**.

The event is held **under the auspices of the Greek National Tourism Organization** with the **approval of the Hellenic Swimming Federation**.

More info at: www.santorini-experience.com

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