

**PRESS RELEASE**

**Santorini Experience: For the 6th year**

**on October 2-4, 2020**

With positive messages & an eco-friendly strategy

**Athens, March 12, 2020.** For the **6th consecutive year Santorini** will be at the center stage of the international sports map with **Santorini Experience.** The leading sports event that won **two gold awards** at the **2019 Sports Marketing Awards** for its integrated marketing campaign and in alternative sports tourism, returns on **October 2-4, 2020.**

During this unusual occasion for Greece and the rest of the world, Santorini Experience sends its own **positive message** as the **leading sports tourism event,** inviting professional and amateur athletes to visit the **ultimate destination, Santorini.** Sports can be one of the starting points for overall **progress** and **development,** being a key factor of a **healthy lifestyle.** The 6th Santorini Experience, being an annual meeting of swimmers and runners, proposes a more **optimistic perspective,** **by** **promoting sports.** Details on the **travel and accommodation discounts** applicable to Santorini for that given period will be announced soon.

Aiming towards environmental protection, **Santorini Experience 2020** will adopt an **eco-friendly** strategy, with **plastic-free initiatives** during the races to be announced soon. Moreover, Santorini follows a global strategy for its sustainable development, paying respect to the environment and traditional architecture. In one of the world’s greatest tourism destinations, Santorini Experience will bring together people and cultures for yet another year, with the aim of raising awareness and spreading the message of environmental protection to all its visitors.

**Santorini Experience** will once again attract the worldwide interest of professional and amateur runners and swimmers who wish to enjoy the sporting opportunities of the world’s top tourism destination. You may get a taste of what this year's event is all about by watching the **teaser video.** “Travel” through the magnificent images of **Santorini’s landscape** and the music of the ancient musical instrument **santouri** that stands out. Santouri is an integral part of Greek tradition that is also well-known around the world. The tune was composed by the renowned Greek artist **Kid Moxie** following an international career based in **Los Angeles, USA.** Enjoy the **video** at the following link:[**https://youtu.be/JI9skJenaEc**](https://youtu.be/JI9skJenaEc)

The best sports tourism event in Greece was successfully completed in 2019 with a record of participations from **49 different countries,** with visitors staying in Santorini for at least 5 nights thus assisting in the extension of **Santorini’s tourist season** and **the contribution of** **tourism for 365 days a year.**

In the context of this year’s event, the **President** of the **Municipal Sports Cultural Environmental Organization of Santorini (DAPPOS), Mr. Vassilis Alafouzos,** said: *“The natural beauty of Santorini and the clear Aegean waters combined with the perfect weather conditions, comprise the ideal environment for exercise and sports activities. We all work in the island to provide high quality services to sports tourism lovers. Santorini Experience is a unique experience that every athlete, at any age, professional or not, should try”.*

Participants will have the opportunity to enjoy **unique trail running routes** on the **Caldera,** overlooking the enchanting images of the volcano and the background scenery of **Imerovigli, Firostefani and Oia.** They will also have the opportunity to swim from the **volcano** to the **old port of Fira,** facing the imposing view of the island, in the **1.5 miles (2.4 km) open water swimming race.** October’s high weather temperatures are ideal for swimming and running, providing an **unforgettable experience** to all athletes taking part.

**Online registration for the event is now open!**

**Register now** for the **15km Aristides Alafouzos** **and the 10km running races** as well as the **1.5 miles open water swimming route** taking advantage of the **25% early bird discount.** **Offer is valid until July 31st.**

Registration link: [**https://www.myrace.gr/en/event/2408/registrations.html**](https://www.myrace.gr/en/event/2408/registrations.html)

**Official sponsors** of the event include **Athina Luxury Suites,** **Santo Maris Oia Luxury Suites & Spa** and **Blue Star Ferries.**

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

**Boatmen Union Santorini** is the event’s **official supporter.**

**Avance** is the **official rental partner.**

Santorini Experience is **assisted** by **West East Suites, Lifeguard Patrol, Assyrtico Wine Restaurant Café, Voluntary Lifeguards of Santorini, Atlantis Dive Center, Santorini Nautical Club, Santorini Yacht Cruises,** **Caldera Yachting** and **Erotokritos.**

Up to this point, this year’s event is supported with **special offers and prices** by the following **hospitality sponsors**: **Athina Luxury Suites, Santo Maris Oia Luxury Suites & Spa, Canaves Oia, West East Suites, Andronis Arcadia, K&K Unique Holiday Homes, Sienna Resort, Marvarit Suites, Santo Houses, 270 Oia’s View, Fanouris Condo, Monolithia, Casa Iphigenia, La Mer Suites & Spa, Antinea Suites & Spa, Beach Boutique Hotel, Bloom Travel, Loizos Stylish Residencies, Iokasti Villa, Olive Cave Houses, Panorama Studios & Suites, Esperas Santorini** and **Mesana Stone House,** while collaborations continue.

**Santorini Experience** is co-organized by the **Municipality of Santorini, Municipal Sports Cultural Environmental Organization of Santorini (DAPPOS)** and **Active Media Group.**

More info at: [www.santorini-experience.com](http://www.santorini-experience.com/)

Sports Production: **Active Media Group**

**Official Hashtag:** #SantoriniExperience

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