



PRESS RELEASE

THE ACEA RUN ROME THE MARATHON TOOK PLACE TODAY IN ROME – THE 2024 EDITION WAS THE FIRST "WATER MARATHON"

**Men's competition won by Asbel Rutto, Women's competition won by
Ivyne Lagat**

**#runforwater: the hashtag of the event dedicated to the defence of
water resources and the environment**

Rome, 17 March 2024 – The **ACEA Run Rome the Marathon took place today in Rome, becoming the first marathon dedicated to water and water saving**. The 2024 edition was won by Kenyans Asbel Rutto, in the men's category, and Ivyne Lagat, in the women's one. Men's podium was completed by the other two Kenyans, Brian Kipsang and Sila Kiptoo; in the women's category, the second and third place went to the Kenyan Lydia Simiyu and the Ethiopian Emebet Niguse. The prize was given by Deputy General Manager Operations **Giovanni Papaleo**, representing ACEA.

This year, the Marathon chose the *hashtag* **#runforwater** to highlight the deep link between sport and water, as well as the importance of water resources to protect people's health and the well-being of planet Earth. Along the more than 42 kilometres of the race, ACEA ensured many refreshment stations, with about 60 thousand litres of water available to the athletes and more than 100 thousand biocompostable cups, with a view to the circular economy. The Rome Marathon took place, in fact, in a city among the richest in the world in terms of history and art, but also of fountains and aqueducts, making it an ideal place to affirm that **water represents the identity theme** of one of the most important running events both nationally and internationally.

In fact, there is an indissoluble link between sport, health and water that the ACEA Group has also wanted to synthesise with **ACEA WaidyWow, an app developed by a team within the Group, ideal for athletes and runners**, which allows users to find fountains and *nasoni* from which they can quench their thirst, also offering the possibility of controlling the level of hydration. The "water and environment-friendly" app has geolocated **3,500 water points in Rome alone**, including *nasoni*, fountains and water houses. Overall, there are more than 150,000 water points mapped.

The goal of the ACEA Group, Italy's leader in the water sector, is to promote a new education on water saving, and reaffirm its commitment to defending water and the environment in the face of scenarios imposed by climate change and drought risk. In line with this commitment, in February the company signed a **three-year Memorandum of Understanding with the Ministry of Education and Merit** to promote information and training activities in schools on the conscious use of water. The protocol, which represents a novelty at national and European level, aims to deepen all issues related to the water cycle, so to spread a new water culture among young people.