
NEW IN THE STARTING BLOCKS AT THE METRO MARATHON DÜSSELDORF 2018: THE GERMAN MARATHON CHAMPIONSHIPS

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- The German Marathon Championships 2018 and 2019 take place within the framework of the METRO Marathon Düsseldorf
- A total of 16,000 runners expected in Düsseldorf on the track on 29 April
- "Rock the track": Over 60 bands ensure a top party atmosphere on the track

Düsseldorf, 23 April 2018 – After the German Marathon Championships of the German Athletics Association (DLV) took place in Frankfurt/Main in the past two years, now the people from Rhineland can look forward them. The German Marathon Championships 2018 and 2019 will be held as part of the METRO Marathon Düsseldorf. A total of 16,000 individual and relay runners are expected on the 42.195 kilometre-long circuit in Düsseldorf on 29 April 2018.

For the 15th time in a row, METRO has assumed the title sponsorship of the marathon. A clear commitment to its hometown of Düsseldorf, the headquarters of the international company. The marathon is a special event for many METRO employees: Around 700 METRO runners have already registered to run the marathon in full or as part of a relay team. They have been training hard since November. Employees from numerous METRO countries, such as the Netherlands, France, Poland, Belgium, Bulgaria, Moldova, Russia, Romania and Turkey, are coming to Düsseldorf to run together with their colleagues.

The runners, as well as the many thousands of spectators, will also be given encouragement and motivation along the entire stretch of the marathon by more than 60 bands. Under the slogan "Rock die Strecke" almost everyone will find something for their musical taste: from German rock and German rap, singer-songwriters, oldie cover bands to progressive blues punk, new crossover, samba, 60's garage soul and folk rock to Japanese drums. After the successful launch last year, the concept has been expanded – more than 20 bands have been added to rock the track and contribute to the colourful supporting program with musical support.

The official app of the METRO Marathon Düsseldorf can be used to see which band is playing at which location. Viewers can also use the app to track their favourite runners and relay teams by name or start number. All important information and dates for the marathon day, such as route history, venues or hand-over zones for the relay race, can also be found in the app. The app has been overhauled and redesigned, and is available in German and English as a free download for Apple and Android.

Once again this year, METRO Cash & Carry Germany honours the commitment of all

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volunteer marathon helpers who actively support the runners and relay participants along the track. Each of the some 1,500 volunteers receives a helper bag full of METRO own-brand products, which keep the volunteers full of energy during their work. In addition, the wholesaler provides the runners with refreshments after they have reached their destination. A helper party is being thrown on 5 May as a further thank you to the volunteers and it is being supported by METRO Cash & Carry Germany with barbecue products.

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METRO is a leading international specialist in wholesale and food retail. The company operates in 35 countries and employs more than 150,000 people worldwide. In financial year 2016/17, METRO generated sales of around €37 billion. The company provides custom solutions to meet the regional and international needs of its wholesale and retail customers. With its sales brands METRO/MAKRO Cash & Carry and Real as well as delivery services and digitalisation initiatives METRO sets the standards for tomorrow: for customer focus, digital solutions and sustainable business models.

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