**5kmrun Celebrated One Year Free Running in Sofia
adidas Joined the Fest Providing Surprises**

**Sofia, April 8, 2014** - On Saturday 5kmrun celebrated one year since its establishment. 195 participants joined the free running, which was organized in the South Park, Sofia, Bulgaria. Among them were employees of adidas Bulgaria, who supported the fest with the personal achievements of the staff on the track and provided surprises for the participants.

Georgi Stanoilov and the 5kmrun team organized the first free 5km race in Sofia one year ago. Since then, every Saturday at 10 am just anyone who wants to verify their results and noted progress in the running is welcome in the South Park. The idea quickly spreads and the first free running in Varna was organized last year. And the first start in Plovdiv will be given on 12 April. Also Bourgas will join the initiative later this year.

The official joining of adidas to the initiative was officially announced at the celebration. The sports brand will long-term support the 5kmrun in its goal to promote sport among Bulgarians regardless of age or physical training. On Saturday, the employees of adidas Bulgaria participated actively by running the 5km route. Moreover, they had prepared many surprises for all participants. A big birthday cake was waiting at the finals and everyone walked away with a prize. Participants also had the opportunity to learn about the latest technology in the world of running – adidas BOOST, which provides unique advantage. Its cushioning returns more energy than any other foam in the running industry.

Additional information on the other adidas activities is available at <http://news.adidas.com/BG/home/RUNNING>. Join the sports brand Facebook page at <https://www.facebook.com/adidasrunning>.

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