



**EMBASSY OF DENMARK**



## **EMBASSY OF DENMARK PRESS RELEASE**

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### **HANOI INTERNATIONAL MARATHON 2019 – SHOWCASING THE CAPITAL TO THE WORLD**

On April 14, 2019, Vietnam’s capital will host an international marathon with the aims of inspiring a healthy lifestyle among its citizens alongside showcasing the very best of this great city on the world stage.

The organizer is Topas, a Danish-Vietnamese company which has previously staged many premier events in Vietnam, including the region’s major trail event, the Vietnam Mountain Marathon attracting runners from more than 50 nations.

For Hanoi International Marathon 2019, Topas collaborates with the Hanoi People’s Committee, the Hanoi Department of Culture and Sport and the Embassy of Denmark.

#### **Boosting health and tourism**

Besides encouraging a healthy lifestyle, the organizers aim to bring thousands of international runners to the capital, significantly boosting sports tourism. The aim is to make Hanoi one of Asia’s biggest marathons standing alongside Singapore and Tokyo as well as the major events in European capitals such as London. In doing so, the event will play a significant role in cementing Hanoi’s position as one of the world’s best places to visit.

#### **A race for all**

Hanoi International Marathon 2019 is not only for long distance runners aiming for the 42 km. It also features unique routes of 10km and 21km, taking runners past Hanoi’s key landmarks such as the Old Quarter, Hanoi Opera House and Westlake.

“Denmark just celebrated the 50th birthday of His Royal Highness Crown Prince Frederik with giant road races at five major cities. Most Danes of all ages consider running a vital ingredient in living an active, positive and healthy life,” said Chargé d’Affaires Mr. Christian Brix Moller.

“Vietnam Mountain Marathon, initiated and developed since 2013, has been a very successful marathon and attracts runners from over 50 nations world-wide every year. We expect the new marathon will promote Hanoi as a world-class destination, attracting people from all around the globe. It will showcase the capital’s best landmarks and its rich culture.”

Mr. David Lloyd, Hanoi resident and Director of Sport at Topas said: “Five years ago at the inaugural event of Vietnam Mountain Marathon, we saw just a handful of Vietnamese participate. This year we



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expect more than 1,500 to run distances of up to 100km in Sapa. It is our hope that the Hanoi International Marathon will further encourage Vietnamese runners.”

He added: “On a personal level, I love this city and want to showcase its rich culture and beautiful attractions to the world in the same way we have promoted Sapa and Pu Luong through our trail runs. We believe this will be an event for the Hanoians to be extremely proud of.”

### Charity

All events by Topas have a charitable element and tens of thousands of dollars have been raised for good causes over the years. Hanoi International Marathon will continue this tradition. Charity partners will include Newborns Vietnam, a British – Vietnamese NGO working to reduce neonatal mortality in Vietnam – and Operation Smile.

Entry will open in September 2018.

For additional information on Hanoi International Marathon, please visit: <https://www.hanoiinternationalmarathon.com>

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### BACKGROUND INFORMATION

#### TOPAS

Founded in Denmark in 1973, Topas belongs to the Topas Group and is a subsidiary of Fugldal Holding ApS. The Topas Group comprises eight companies working in 36 countries with 348 employees, cruise boats, helicopters, hotels and more.

Topas is organiser of Vietnam Mountain Marathon (VMM), the premier trail event in Vietnam and one of the largest in the region. Topas also organises Vietnam Jungle Marathon, Vietnam Trail Marathon and Vietnam Mountain Bike Marathon.

Topas has been working in Vietnam since the 1990s as an adventure tourism company. Topas built Topas Ecolodge in 2005 with the support of a Danish foreign aid program, which is a showcase for sustainable tourism in a remote mountainous area.

For a taste of the highlights of Hanoi International Marathon, please watch the below video:

[https://www.youtube.com/watch?v=TeZ-Qxa\\_XIE&t=18s](https://www.youtube.com/watch?v=TeZ-Qxa_XIE&t=18s)