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Under the Auspices of the Department of Nutrition and-Dietetics of Harokopio University of Athens

PRESS RELEASE

The "Navarino Challenge" marathon is fast approaching – The Huffington Post Media Group "joins the race"

25th September 2013, Athens. The first "Navarino Challenge" marathon led by the **Greek-American ultramarathon man Dean Karnazes** is now only a few weeks away, taking place on **18th to 20th October 2013**. The race aims to raise awareness of the benefits of the Mediterranean diet as well as the global issue of childhood obesity.

The global outreach of "Navarino Challenge" has been further enhanced through the latest **communication sponsor, The Huffington Post Media Group** in the USA. The endorsement of the top US news website, which has been awarded a **Pulitzer Prize**, reinforces the international status of the marathon, making the race the first sports and tourism event in Greece with a US communication sponsor.

As part of the events during "Navarino Challenge", the marathon's spirit and glorious moments will revive and honor the powerful spirit and strength of a great athlete, the **Greek and Balkan champion, Stylianos Kyriakides**, aiming to encourage budding runners to follow in his footsteps. Kyriakides (1910-1987), has honored Greece through his participations at the Olympic Games in Berlin (1936) and London (1948). He became known worldwide after his great victory at the Boston Marathon (1946), and was also 14 times winner in the Pancyprian Games (2 in marathon) and 11 times Greek champion (3 in marathon). In his first participation in the Balkan races, in 1933, he finished 2nd. In 1934, in Zagreb, he won his first gold medal in the Balkan races; out of the total six he conquered (4 in marathon). With the Greek national team, he made a total of 36 best national performances.

As well as the three different routes forming "Navarino Challenge", in which the Greek-American ultramarathon **global athlete of The North Face, Dean Karnazes** will participate, many side events will also be taking place with the contribution of the **Department of Nutrition and-Dietetics of Harokopio University of Athens**.

The marathon is taking place with the full support of the municipalities of **Tripoli, Kalamata, Messini and Pylos-Nestoros**, as well as the **Municipal Unit of Falanthos**.

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OPAP SA and **The North Face** are the official sponsors of "Navarino Challenge". The marathon will be further promoted globally through **ANT1 Satellite** as an International Communications Sponsor of the event. The race is taking place with the contribution of the **Health Runners Club of Messinia** and the **Health Runners Club of Tripoli** and with the support of **HLB Hellas SA**, **Chiquita** and **NATURA Bottling SA**, with the natural mineral water "Hyas".

For your participation in the race, please visit the official page of "Navarino Challenge": www.navarinochallenge.com to fill in the relevant entry form: <http://navarinochallenge.com/registration.html>

For more information:

Races Press Office: Active Media

Tel.: +30 210 9343020

Races Sponsorship Program: Focus On Sports

Tel.: +30 210 9312881-2

About Dean Karnazes

TIME magazine named Dean Karnazes as one of the "Top 100 Most Influential People in the World." *Men's Fitness* hailed him as one of the fittest men on the planet. An internationally recognized endurance athlete and NYC bestselling author, Dean has pushed his body and mind to inconceivable limits. Among his many accomplishments, he has run 350 continuous miles, foregoing sleep for three nights. He's run across Death Valley in 120 degree temperatures, and he's run a marathon to the South Pole in negative 40 degrees. On ten different occasions, he's run a 200-mile relay race solo, racing alongside teams of twelve.

His most recent endeavor was running 50 marathons, in all 50 US states, in 50 consecutive days, finishing with the NYC Marathon, which he ran in three hours flat.

Dean and his incredible adventures have been featured on *60 Minutes*, *The Late Show with David Letterman*, *CBS News*, *CNN*, *ESPN*, *The Howard Stern Show*, *NPR's Morning Edition*, *the BBC*, and many others. He has appeared on the cover of *Runner's World* and *Outside*, and been featured in, to mention a few. He is a monthly columnist for *Men's Health*, the largest Men's publication in the world.

Costa Navarino

Costa Navarino is the prime, sustainable destination in the Mediterranean, located in the Greek region of Messinia in the southwest Peloponnese. One of the most unspoiled and breathtaking seaside Mediterranean landscapes, this area has been shaped by 4,500 years of history. Its philosophy is driven by a genuine desire to promote Messinia, while protecting and preserving its natural beauty and heritage. It will comprise a number of distinct sites featuring 5-star deluxe hotels, luxury

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residences, conference facilities, spa and thalassotherapy centres, signature golf courses, as well as a wide range of unique year-round activities for adults and children. Navarino Dunes, the first area, is home to two luxury 5-star hotels, The Romanos, a Luxury Collection Resort and The Westin Resort, Costa Navarino; The Dunes Course – the first signature golf course in Greece- Anazoe Spa, a 4,000sq.m. spa & thalassotherapy centre; the state-of-the-art conference centre House of Events; specially designed facilities for children; as well as a variety of gastronomy venues, sports, outdoor and cultural activities. Navarino Bay, the second area is home to the signature golf course, The Bay Course.

Download high resolution photos and logos from the press section in downloads on the website www.costanavarino.com, using the password nestor.

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