



## PRESS RELEASE

### ACEA WATER FUN RUN: THE WATER MARATHON FOR FAMILIES AND CHILDREN TAKES PLACE TODAY IN ROME

**With over 20 thousand participants, it marks a record-breaking turnout for the non-competitive race**

**Rome, 15 March 2025** – The **ACEA WATER FUN RUN** takes place today in Rome. The water marathon for families and children aims at promoting water conservation. The five-kilometre non-competitive race, supported by the Acea Group, along with the ACEA Run Rome The Marathon on 16 March, celebrates the deep bond between Rome and water through sport. The event sets a new participation record **with over 20 thousand participants, including more than 4 thousand foreigners from 97 nations**. **Barbara Marinali**, President of Acea, took part in the event.

Along the route of the ACEA WATER FUN RUN, which winds through one of the world's most art- and history-rich locations, the ACEA Group has set up refreshment points where the marathon organizers will distribute 330 thousand water cartons between today and tomorrow.

The **ACEA Water Village** has been inaugurated at the Circus Maximus. It will host initiatives focused on water education, highlighting the vital role of water in sports, health, and environmental conservation till tomorrow. These include an energy-generating wheel, an interactive space for virtual reality headsets, the Casa Net Zero Water Building gaming zone, and the "Each drop counts, each step counts" photo booth. Also attending the ACEA Water Village will be ACEA's top management, former competitive swimmer and Olympic champion **Massimiliano Rosolino**, and swimmers from **Rari Nantes Florentia**, one of the teams ACEA supports as part of a community project that links "water and sport" to support young people and their education.

This afternoon, at the **ACEA stand set up at the Expo Village Acea Run Rome The Marathon** at **Congress Palace** in Eur, various activities are planned to raise awareness about water. These include T.E.D.D.I, a robotic dog symbolizing technological innovation, an immersive experience with virtual reality headsets, the Marathon Water Wall, and a *nasone* equipped with a dedicated station to download **ACEA's Acquea App**. Designed for athletes, citizens, and tourists, the app allows users to locate the nearest fountain, *nasone*, or water house among Rome's 3,500 geolocated water points. At 5 p.m., the ACEA stand will host the talk show "*Welfare of an Athlete: A Perfect Balance Between Water, Sport, and Health*". Moderated by **Carlo Canteles**, President of the FIDAL Athletes' Federal Commission, the talk show will feature athletes such as **Manuela Di Centa**, **Angelika Savrayuk**, **Stefano Pantano**, **Silvia Di Pietro**, **Davide Passafaro**, **Daniele Del Signore**, alongside **Enrico Resmini**, President of ACEA Acqua, and **Virman Cusenza**, **Director of Communication at Acea**.

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