

GOOD PRACTICE

TAFISA World Walking Day



City
Warsaw

Country
Poland

Mission
To encourage people to be active by walking.

Target Group
Citizens of all ages – from kids to seniors.

Highlight
The 5 km walk is part of Warsaw's largest running and walking event.

Timeframe
The first Sunday of October every year.

Budget
Total: 225 000 PLN
(about 55 000 Euro)



„Run Warsaw” and „Walking and Cheering“.

The Warsaw's biggest running and walking event has been organized annually since 2010. From the very beginning, the walk has the slogan „Walking and Cheering”. Initially it was a way for the families and friends of the runners to cheer them on. Nowadays the walk has become very popular and a large number of participants take part in it, not only to cheer the runners, but because they have discovered they enjoy walking and they want to spend time actively and to have fun.

The Event

The Warsaw TAFISA World Walking Day is held in Warsaw city centre. The start and finish, as well as accompanying activities such as warming up, stretching and other educational and cultural events, are located in one of the city's parks or stadia.

Many participants prepare ahead of the event. They can take part in the regularly organized professional training lead by sport coaches and top athletes.

The run and walk start at the same place and time. Every year, the walk is led by the multiple Olympic medalist walker Robert Korzeniowski. Walkers are also accompanied by DJs in an American Hummer, who get the participants in the mood with the music.

TAFISA



World Walking Day



Cooperation and Partnerships

The City of Warsaw and the Ministry of Sport and Tourism support the race annually as one of the city's flagship projects of Sport for All and one of the largest events in the country.

The sponsors and partners provide many additional attractions and services to make the event attractive and fun including the preparation of the dedicated cans with isotonic drinks and recycling happenings organized by the Foundation Recal supported by Ball Packaging Europe.

Reach

20 000 thousand of runners and walkers took part in the event on 6 October 2013. Each year the number grows.



More information:

<http://maszerujekibicuje.pl/>