Dear media representatives!

As you know, the TV Bühlertal is organizer of this year’s Masters World Mountain Running Championships. With this and the following press releases, we want to provide you the latest news on this event at first hand.

We would like to invite you to use texts and information from these press releases for articles in media you represent.

Best regards

Karsten Weis, TV Bühlertal

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The world comes to Bühlertal!

For the world championships about 1000 athletes from more than 25 nations are expected.

Already registered are participants from Austria, Belgium, Estonia, France, Great Britain, Italy, Norway, Switzerland, and USA and of course Germany.
Right To Play is new charity partner

In addition to their sportive aims, the responsible leaders of TV Bühlertal always also had some social goals in mind. Evidenced for instance by the long-time partnership with Lebenshilfe e.V.

On the occasion of hosting the World Masters Mountain Running Championships in 2012, it was decided to respond to this unique international event by entering into a partnership with an international aid organization.

We are pleased to announce our partnership with Right To Play. Right To Play operates under the motto "when children play the world wins" and is focusing on the power of sport and play to create social changes in societies that are affected by war, poverty and disease. Right To Play is committed to ensuring that every child has a right to play. Children are given a chance to be part of society, regardless of gender, disability, ethnicity, social background or religion.

A team of top athletes from more than 40 countries support Right to Play. As role models, these athletes inspire children and raise awareness about Right To Play internationally. The athlete ambassadors of Right To Play are internationally successful and famous athletes like Anni Friesinger (GER), Julia Mancuso (USA), Anja Pärson (Sweden), the Chelsea Football Club (UK), Aksel Lund Svindal (NOR), Dario Cologna (Switzerland) and Mark Cavendish (Great Britain).

Also some elite runners are involved: most notably Haile Gebrselassie (Ethiopia), Viktor Röthlin, the 2010 European marathon champion (Switzerland), marathon gold medalist of Beijing, Constantina Dita (Romania), and many more like Mo Farah (Great Britain) and Liz Yelling (Great Britain).

Athlete Ambassador Haile Gebrselassie (ETH), Simone Niggli-Luder and Viktor Röthlin

More information about Right To Play: http://www.righttoplay.com
Citizens of Bühlertal adopt an Athlete

Bühlertal. The organizers of the World Championship now offering another innovation:
Athletes who would like to stay in a private accommodation can now apply for this at the organizers.
There are now private rooms available free of charge.
Under the slogan: “adopt an athlete,” the citizens of Bühlertal are offering you a free stay at their homes, as well as a complimentary breakfast.
With this interesting campaign the organizers succeed in reducing the already emerging shortage in accommodations and also creating a very special relation between citizens and guests from all over the world.
Those interested in getting to know the country and its people please contact:
melastev@t-online.de or Phone No. 0049-7223-902096
Melanie Klein will be pleased to assist you with finding a suitable room.

Amazing entertainment program

In addition to a highlight in sports, "Bühlertal 2012" shall become a party for all runners.
A 3-day program will provide extensive opportunity to make friends with like-minded people from all over the world.
After the obligatory opening ceremony on Friday, carbo-loading with plenty of pasta is on the schedule. A Folkloric evening provides an insight into the Black Forest traditions and customs.
After the competitions on Saturday and the awards ceremonies, it’s time for party at the "Black Forest Night”.
With the band of BCO, TV Bühlertal has another highlight to offer on Saturday night.

BCO means Beatles, Creedence Clearwater Revival and oldies. The band played mostly songs from the Beatles and CCR. But also other artists from this period will be played. The organizers are already looking forward to a great evening with lots of great music.
More details and samples of the band at www.bco-band.de
Different show dance groups will provide variety during music pauses.

Among others we will go on an imaginary journey to Holland and France. The young ladies who also have numerous appearances at carnival events, practice exhaustively for their performances and will definitely be received by the audience with standing ovations.

Look forward to a nice, casual and relaxing evening with BCO, On Fire and the show dance group of Turnverein Bühlertal.

Sunday morning it’s time put on running shoes once again: In an easy pace we will explore the beautiful surroundings. A brunch with brass music will conclude the event.

In addition to this program on the event weekend, the whole town will be in the streets. Around the starting area and the "Haus des Gastes", where award ceremonies and evening events take place, there will be numerous activities supported by resident shops and local associations. Entertainment, food and drink for all spectators will be ensured. Furthermore there will be an Expo site with different trade fair booths for information and shopping.

**Mascot of the World Championship is ready**

Mascot of the World Championship is ready. "The Bühlotel" a symbol of Bühlertals’ gastronomy association will be the mascot of the World Championship.

The World Championship organizing team around leader Jürgen Brügel proudly presented "the Bühlotel" as the World Championship mascot. At the world championship, each participant has the chance to buy this soft toy.

In addition the "Bühlotel" in life-size will be advertising for the event prior to the world championship and of course, will always be present during the event. This marks another important step in marketing.
Presents for the world championship finishers defined.

In addition to a finisher medal all participants in the world championship receive a gift bag with following content:

1 bath towel in size 70x140 cm with world championship emblem embroidered, 1 bottle of pinot noir rose wine 0.75 liters from Winzergenossenschaft Baden-Baden, a bottle of black forest “kirschwasser” produced by Bimmerle Lörch, Aichern-Mösbach and a water bottle sponsored by Sport-Tex Haag.

These are the gifts that are now fixed. The organizers are looking for more presents, to fill the bags for the athletes with additional goods. These presents are all included in the entry fee.

TV Bühleratal again thanks the sponsors mentioned above.

The World Masters Mountain Running Championships Bühleratal 2012 are the official World Championships in mountain running for veterans. They will take place from May 18 - 20, 2012 and will be held in Bühleratal / Baden-Württemberg. Local organizer is Turnverein Bühleratal. The World Championships will be assigned by the World Mountain Running Association WMRA. About 1,000 entrants from more than 25 nations are expected. The participants compete in their age group, ranging from M/F35 - to M/F75 in 5 year steps. The race distance is about 9.5 km with a difference in altitude of 776m.

For more information: www.wm.tv-buehleratal.de

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