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**FROM MARCH 11th TO 15th 2020**

## More responsible products for the 13th edition of the EcoTrail Paris !

The EcoTrail concept was born in Paris in 2008, based on the slightly crazy idea that it was possible to organize a nature race in an urban environment. The objective was to provide Paris and the Ile-de-France region with a proper nature race accessible to all, highlighting the natural and cultural heritage of the region and focusing on the well-being of all participants.

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Aware of the importance of food management in the fight against climate change, EcoTrail Paris decided to focus on refreshment posts for its 13th edition. Acting as an innovation laboratory to test new solutions in a major public event, the organization asked for the support of a professional nutritionist (Anthony BERTHOU), in order to completely rethink the type of food at refreshment posts. No more bananas and oranges !

*“ Protecting our planet through food management is key. EcoTrail has decided to implement a pioneering project in terms of nutrition: taking into account the sporting challenge and the environmental objective at refreshment posts. For this project to be successful, we needed to find a way to guarantee the digestive comfort of runners by distributing optimal products that would provide all the energy needed for such an effort.”*

— Anthony Berthou, Nutritionist specialized in micronutrition and health in sports

Runners will therefore find applesauce made with local products, fruit paste, honey, sugar cubes, dry fruits, oleaginous fruits, vermicelli soup and salt at refreshment posts.

Of course, “feel good” food will also be available at refreshment posts for runners who are lucky enough to tolerate it during the effort and who want to treat themselves during the race (cheese, saucisson, bread, cake, tea, coffee, sparkling water etc.). This food will also consist of local products (except for tea and coffee).

More information : <https://paris.ecotrail.com/fr>



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## About the EcoTrail Paris

EcoTrail races are a concept of nature races accessible to all and eco-responsible. The race courses are set close to major cities and their suburbs. The ambition of the organizers is to give as many people as possible a chance to (re)discover the natural and cultural heritage of urban territories.

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### Organisation

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## ABOUT ECOTRAIL PARIS

L'EcoTrail est un concept de course nature, accessible à tous et éco responsable dont le terrain de jeu se situe à proximité directe des grandes villes et de leur banlieue. L'ambition des organisateurs est d'offrir au plus grand nombre l'opportunité de (re)découvrir le patrimoine naturel et culturel des territoires urbains.

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EcoTrail Paris