



🕒 23 January 2023, 10:00 (GMT)

TWO RUNNERS WILL HEAD TO THE 2023 BERLIN MARATHON WITH ZWIFT ACADEMY RUN

Your Personal Training Camp Gives Runners At Every Level The Chance to Receive Pro-Level Support to Train For A Marathon Major; All Athletes Can Learn About Their Strengths And Weaknesses

EMBARGOED - January 23, 2023, 2:00 AM PST // 5 AM EST // 1000 GMT // 1100 CET

Long Beach, California, January 23, 2023 – Zwift, the global online fitness platform for runners, triathletes, and cyclists, is proud to announce Zwift Academy Run 2023. Zwift Academy Run is designed to help runners learn how far they can push themselves with the best support. Now in its third year, the program helps to identify emerging running talent, and then helps them train with professional-level coaching, nutrition, and equipment as they prepare for the Berlin Marathon this year.

While the focus of Zwift Academy Run is often on the finalists – runners at all levels are considered for finals – who receive support to race the Berlin Marathon, every Zwift runner can benefit from participating in the program. ZA Run can be a personal training camp that gives Zwifters insight into their individual strengths, as well as identifying areas of improvement.



Registration opens today and Zwift Academy Run takes place between February 6 and March 5, 2023.

This year's Zwift Academy Run program consists of seven run workouts, each available in a shorter or longer distance, and one 5k finish line run. The seven workouts are available on-demand, to be completed at each runner's convenience, or runners can participate in scheduled group events. The finish line run must be completed as part of a scheduled event.

By completing Zwift Academy Run workouts, Zwifters can earn a series of unlocks, including the full 2023 Zwift Academy Run in-game kit, which consists of a hat, shirt, shorts, socks, and shoes.

At the conclusion of Zwift Academy Run, Zwift coaches will analyze all workout data from the event and choose two finalists — a man and woman — who will receive individualized coaching, as well as support from a number of sponsors, to prepare for the 2023 Berlin Marathon.

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ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, immersive worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Zwift connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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