



PRESS RELEASE

Inferno presents the first Italian OCR Series to run beyond any obstacle in 3 stages: Snow, City and Mud

Registrations are open on www.infernorun.it/eng
Sunday, March 18th - Piedmont, Prato Nevoso (Cuneo)
Saturday and Sunday, May 5th and 6th - Lombardy, Milan, Idroscalo
Saturday and Sunday, October 13th and 14th - Tuscany, Figline Valdarno (Florence)

For its fifth edition **Inferno**, the most diabolical and popular Italian OCR with **over 5 thousand participants** only in 2017, grows up. Three stages in as many new locations to challenge own limits beyond any obstacle for the **first Italian OCR Series**, which will decide with a single ranking the best Devil 2018.

New courses to discover and the inevitable natural and artificial obstacles, with infernal names, such as **Lucifer, Giuda Iscariota, Conte Ugolino** and **Cocito**, with which the competitive athletes will be confronted but also the ever more numerous fans of this developing sport, putting to the test strength, speed, balance, agility and brachiation. The Inferno doors will be really open to everyone, by registering on www.infernorun.it/eng.

INFERNO SNOW

The infernal round will start on **March 18th** in Piedmont. **Prato Nevoso (Cuneo)**, one of the most popular ski resorts in Italy, will host **Inferno Snow** for a very special winter edition. The challenge will be even more engaging thanks to the snow, in addition to the 20 obstacles on the 5 km Short race, and the extraordinary setting of the Maritime Alps. In the competitive category the race will be qualifying for the OCR World Championships 2018.

INFERNO CITY AND INFERNO MUD

For the second stage the devils will reach Lombardy on **5 and 6 May** to invade the **Idroscalo of Milan** in Segrate with **Inferno City**. The obstacle course racing will once again ignite the temple of Milanese outdoor sports: fun guaranteed thanks to a course that combines nature, water and obstacles.

For the great final the diabolical OCR will return on **October 13th and 14th** in its homeland in **Tuscany**, in **Figline Valdarno**, in the province of **Florence**, for the traditional **Inferno Mud** between mud and smiles. Meet at Norcenni Girasole Village with an adventurous Italian journey through vineyards, country woods and hills.

The City and Mud editions are stages of the **Italian OCR Championship 2018** with the **Standard Course** (9 km and 30 obstacles), qualifying in the competitive category for the OCR European and World Championships. Also confirmed the **Short Course** (3 km and 20 obstacles), opened for the first time in Italy by Inferno in 2017 to **children aged 13 to 17**, who can again compete for the World Championships.

The goliardic soul of the event will live in the many non-competitive participants of each age group, who will race on the same routes individually or in teams. In fact, more and more teams, representing associations, gyms and companies, choose to face this unforgettable sporting experience to have fun counting on mutual help. For the little mudders from 4 to 12 years old returns the **Baby Inferno**, which supports with its own proceeds solidarity projects for children and young people. But the news does not end here!

THE NUMBERS OF INFERNO

Since its birth in 2014, Inferno has brought **12 thousand finishers** to cross the finish line in its four editions. The sports event involves obstacle runners of all ages, **from 14 to 71 years**, including **1 in 3 women**, individually or in a team, with **1,500 teams** from the beginning. Thanks to the infernal mud 1 marriage, 4 engagements and 6 bachelor parties were celebrated. With the Baby Inferno, which has amused until now **1,000 children**, **more than 10 thousand euros** have been donated to charity. Among the competitive athletes, **15 thousand euros** distributed in prizes.

Press Office INFERNO #runlikehell

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*“Inferno was born in 2014 from the passion of a group of Florentine friends and now is the most popular Italian obstacle race - says **Mauro Leoni, organizer of Inferno** - so much to become a stage of the Italian OCR Championship and to help the promotion of this emerging sports movement, which has more than 41,000 participants at a national level. In 2018 Inferno will continue to grow with three stages really open to all, competitive athletes and enthusiasts, whose only goal is to face a challenge beyond any obstacle and to overcome their own limits always with a smile”.*

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