

Vernier, March 1st, 2022

## **Balexert welcomed as new Main Partner for the Balexert 20km de Genève**

- **Balexert becomes the Title Partner for the event**
- **The event is rebranded Balexert 20km de Genève.**
- **The heart of the shopping centre will host the event village**
- **A new visual identity underlines this new partnership with a logo in the Balexert colours**

Balexert - French-speaking Switzerland's leading shopping centre – has become the new Title Partner of the '20km de Genève' from 2022. The shopping centre, which attracts more than 8 million visitors per annum, has been supporting local sport for many years, as demonstrated by its major partnership with the Genève-Servette Hockey Club. Now, through this new partnership with the 20km de Genève - the emblematic race on the right bank - Balexert is confirming its commitment to sport and the local community.

*"Winding its way sometimes between the vineyards and sometimes through the countryside of Geneva's right bank, and even flirting with the end of the runway at Genève Aéroport, the 20km de Genève is a race that is unanimously appreciated by all participants. With its ever-growing popularity, this event is now one of the 'must-do' events in the Lac Léman area," commented Ivan Haralambos, Balexert Director. "Renamed from now on the 'Balexert 20km de Genève', it is with a certain pride that we announce the signature of a partnership linking us to this event for the next three years. Balexert is thus taking over from Genève Aéroport as Title Partner and at the same time strengthening its local and social footprint by supporting Geneva sport."*

Beyond its role as an economic and social contributor for the region, Balexert has been an integral part of the Greater Geneva population's DNA and a familiar space in their daily lives for more than 50 years. Today, the centre still embodies this pioneering spirit by offering much more than just a shopping experience. People come to Balexert to eat, be entertained, be inspired, stroll, access services, alone, with family, with friends... and do sports.

It is therefore a natural fit for Balexert to become Title Partner of the 20km de Genève and to support this race which is open to all and which is deeply rooted in the hearts of Geneva's citizens. With more than 4,000 runners and 300 volunteers, the 20km de Genève is a reference event in the canton of Geneva. With 6 races on the program, and around 36% of participants first-timers, the race allows everyone to challenge themselves over the distance of their choice. The course is a dream come true, with a start in the heart of the city before heading through the International Geneva, and onto the

Geneva countryside, crossing the communes of Pregny-Chambésy, Le Grand-Saconnex, Genthod and Bellevue to finish on the lake shore with a magnificent view of the famous Jet d'Eau.



### **A new partner for new districts**

*"We are very pleased to welcome Balexert as a Title Partner of the event, with whom we share the same family and community values," exclaims Benjamin Chandelier, Event Director. "The third largest race in the canton of Geneva, this event has become a must in the region. It is therefore only natural that the event village will take up residence in a new location: the Balexert shopping centre. We would like to warmly thank Genève Aéroport, which has supported us since the creation of the event for four physical editions and one connected edition. It is with great pleasure that we announce today this new partnership which will allow the 20km de Genève to continue its development and its influence."*

### **See you on November 6th for the 5th edition**

The fifth edition of the Balexert 20km de Genève will take place on Sunday 6 November 2022 with 6 race formats on the programme:

- 20km
- 20km Relay (2 people)
- 10km
- 10km Relay (2 people)
- 10km Walking
- 10km Nordic Walking

Registrations for the fifth edition of the Balexert 20km de Genève open on the 17 March. Runners are invited to register on the waiting list in order to get all the information on the opening of registrations in advance: <https://www.20kmgeneveaeroport.ch/en/news/view/see-you-on-november-6th-2022>

### **Balexert key figures:**

- 50 years of existence (opening in 1971)
- 52,000m<sup>2</sup> of retail space
- 1st centre in French-speaking Switzerland with more than 8 million annual visitors
- 40 shops at the opening, 130 shops today
- 20 restaurants

- 13 cinemas, including 1 in IMAX
- 16 bowling lanes
- 1 medical-dental centre
- 1 medical centre
- 1 fitness centre
- 1 children's playground
- 2 banks, 1 post office, 1 exchange office

<https://balexert.ch/en/about/>

**'20km de Genève' Press Contact:**

**Tania Bianchin**

Press Officer

+41 76 457 42 50

[tania.bianchin@ocsport.com](mailto:tania.bianchin@ocsport.com)

**Balexert Press Contact:**

**Adeline Ventrone**

Marketing and Communication Manager

+41 58 573 36 00

[adeline.ventrone@balexert.ch](mailto:adeline.ventrone@balexert.ch)

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