

**After six successful editions, the Proniño Race — one of Madrid's most popular public sporting events — will be known from now on as the 'ProFuturo Race'**

## TELEFÓNICA ORGANISES THE 1ST EDITION OF THE PROFUTURO RACE

- It will take place on Sunday 9 October in Madrid and the international champions Abel Antón, Arturo Casado, Jesús España, Javier Gómez Noya and Chema Martínez will be taking part.
- The 1<sup>st</sup> Edition of the ProFuture Race is a result of the commitment of Fundación Telefónica and Fundación Bancaria "la Caixa" to promote education in developing countries and to reduce inequality.

**Madrid, 7 October 2016.-** This Sunday, 9 October, Telefónica is holding the first edition of the Profuturo Race, maintaining the spirit of the Proniño Race which, over its six editions, became of one of Madrid's most popular public sporting events.

All of the proceeds from the ProFuturo Race will go to the programme of the same name promoted by Fundación Telefónica and Fundación Bancaria "la Caixa", whose mission is to encourage equal opportunities through educational quality and equity using digital tools.

This first edition features the participation of distinguished international runners including double world marathon champion Abel Antón, Spanish and European 1500m champion Arturo Casado and Jesús España, Spanish 3000m and 5000m champion and European champion at 5000m. Also, as is the norm for sporting events organised by Telefónica, Chema Martínez will be running, European 10000m champion and winner of the previous editions of the Proniño Race. Also taking part will be Javier Gómez Noya, current world triathlon champion.

The competition will be run in the vicinity of Telefónica District in Las Tablas, (Madrid) over two courses: one 10 km long, approved by the Royal Spanish Athletics Association, and the other 3 km long. Youngsters will be able to compete in children's races. Telefónica would like to make it a fun day out for the runners and their families which is why there will be attractions and games for children set up throughout the Telefónica District.

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For further information: [profuturo.education](http://profuturo.education)

# ProFuturo

Committed to education.

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## Registrations

You can register in the following El Corte Inglés centres in Madrid: Castellana, Preciados, Goya, Sanchinarro and in the Convenience Store in the Telefónica District.

You can collect your race bib with timing chip and the official T-shirt at the 'Feria del Corredor', on the sports floor of the Preciados El Corte Inglés on 7 and 8 October any time between 10:00 and 20:00.

More information [www.carrerafundacionprofuturo.com](http://www.carrerafundacionprofuturo.com)

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