



THE “MARATONA DELL’ACQUA” RETURNS: ACEA SPONSOR OF THE 31ST EDITION OF “ACEA RUN ROME THE MARATHON”

The sporting event is scheduled to take place in Rome on 22 March, which also marks World Water Day.

ACEA strengthens its partnership with the marathon by providing more than 500,000 “Acqua di Roma” water cartons for athletes at refreshment points.

Also underway is the “La Maratona dell’Acqua” communication campaign, focusing on the strategic value of water resources.

Rome, 13 March 2026 – The Eternal City is preparing to welcome the **31st edition of “Acea Run Rome The Marathon”**, the largest running event in Italy and one of the most prestigious in the world. This year, **Acea is further strengthening its partnership with the event, as the race will take place on 22 March, coinciding with World Water Day.** The hashtag accompanying the event is **#RunForWater** and celebrates the strong connection between water and sport.

For the occasion, **the company has planned a series of initiatives inspired by the protection of water resources**, combining sport, sustainability and a commitment to environmental protection. During the race days, **Acea will provide 125,000 litres of water – equivalent to 500,000 0.25-litre cartons – to keep the 60,000 participants hydrated, including the 36,000 expected runners who will take on the 42-kilometre route, a unique route worldwide.** The race will start at the Imperial Fora and pass some of Rome’s most iconic landmarks: from the Colosseum to Piazza di Spagna, via Piazza del Popolo and St Peter’s, before finishing at the Circus Maximus. The cartons will carry the **“Acqua di Roma”** (“Water of Rome”) brand, which, on World Water Day, underscores the link between the sporting event and the spring water source from which Acea has supplied the city for around a century. It is in this context that **“La Maratona dell’Acqua”** (“The Water Marathon”) was created, the new communication campaign launched by Acea on 8 March to mark **International Women’s Day**. Developed across print, web and social media through a staged narrative approach, the campaign leads up to **Acea Run Rome The Marathon on 22 March**, coinciding with **World Water Day**, and symbolically represents the journey water makes every day from its sources to distribution to citizens: a “marathon” that requires constant commitment, adequate infrastructure, and technical expertise.

The water cartons will also be distributed during the Acea Water Fun Run, the so-called mini-marathon, a non-competitive five-kilometre run dedicated to families and children taking place on Saturday 21 March, and during **Acea Run4Rome**, the relay race for teams of four scheduled for 22 March. In addition, **at its stand in the Expo Village at the Circus Maximus, the true beating heart of the marathon, Acea will engage the public through talks and activities dedicated to water.** ACEA has also developed the Acquea App, designed for athletes, citizens and tourists, which enables users to locate the nearest fountain, *nasone* or ACEA Water House among 3,500 geolocated water points across Rome, helping them quench their thirst and monitor their hydration levels.

“On **22 March**, on the occasion of **World Water Day**, Rome will welcome thousands of runners for a challenge that combines sport and health. For ACEA, title sponsor of the event, this is “La Maratona dell’Acqua”, which, as also reaffirmed by the new communication campaign launched in recent days, represents a key moment to raise awareness about the protection of a resource that is becoming increasingly valuable due to climate change. This year, the link between the city and the race is sealed by the new **“Acqua di Roma” cartons** by ACEA, created specifically to highlight the purity of Rome’s water supplied for the marathon. Through this symbol, we want to reaffirm our commitment to protecting and enhancing “blue gold”, while educating citizens and young people on how to use water responsibly and respectfully”, said **Virman Cusenza**, ACEA’s Director of Communications.

Press Contacts:

Acea Press Office: ufficio.stampa@aceaspa.it