



PRESS RELEASE

ROME, ALL SET FOR THE "MARATONA DELL'ACQUA": ACEA'S INTERACTIVE STAND OPENS TOMORROW AT THE CIRCUS MAXIMUS

On Saturday, 21 March, at 4:15 p.m., the "ACEA RUN FOR WATER" conference will bring together experts and athletes to discuss the relationship between water, sport, and health

ACEA is strengthening its partnership with Acea Run Rome the Marathon by supplying "Ah₂O! L'Acqua di Roma" branded water cartons to support athletes' hydration

Rome, 19 March 2026 – **The Acea stand at the Expo Village will open tomorrow at the Circus Maximus: a true "Casa della Maratona dell'Acqua"** ("House of the Water Marathon") **dedicated to the protection of water resources.** Spanning 200 square metres, the space will host activities focused on sport and sustainability in the lead-up to 22 March, the day of **Acea Run Rome The Marathon.** This year, the date holds particular symbolic value, as it coincides with **World Water Day**, established by the United Nations.

A wide range of activities will take place at the Acea stand starting on **Friday, 20 March**, featuring interactive experiences designed to present the world of water in an innovative way. Visitors will be able to try their hand at a **"claw machine"** to win gadgets and **"Ah₂O! L'Acqua di Roma"** ("**Ah₂O! The Water of Rome**") branded water cartons created by Acea, or take personalised photos at the social booth. For the more curious, an **augmented reality** headset will offer a virtual journey through water facilities, revealing the technology and value behind every drop.

On Saturday, 21 March, following the start of the **Acea Water Fun Run, Massimiliano Rosolino**, former Olympic swimming champion and member of Sport e Salute's "Illumina" team, will be a guest at the Acea stand. In the afternoon, the stand will host **"ACEA RUN FOR WATER"**, a discussion on the relationship between sport and the value of water resources. Participants will include **Andrea Lo Cicero**, former rugby champion and member of Sport e Salute's "Illumina" team; **Patricia Mejias**, Land and Water Expert at FAO; **Tommaso Sabato**, Acea's Chief Regulated Business Officer; **Riccardo Tempestini**, Vice President of Rari Nantes Florentia; and **Virman Cusenza**, Acea's Communications Director.

Acea, which has long supported the marathon, reaffirms the link between sport and sustainability through a communication campaign launched on **International Women's Day, 8 March.** The project traces the journey of water starting in the world's most vulnerable areas, where the task of collecting this resource falls to women three times more often than to men. This symbolic journey continues through to **World Water Day**, showing how Acea's infrastructure transforms that challenge into an everyday reality for 10 million people.

During the marathon and the Fun Run, **Acea will provide a comprehensive water support plan along the entire route**, with eight water trucks deployed along the course and two positioned in the finish area. In addition, it **will supply 500,000 water cartons produced in collaboration with Centrale del Latte di Roma** to support the hydration of the **60,000 participants**, including **36,000 runners** set to take on the 42-kilometre course, one of a kind in the world. From the Imperial Fora to the Colosseum, from Piazza di Spagna to Piazza del Popolo, passing St Peter's and on to the finish line at the Circus Maximus, every step will be immersed in the history and energy of Rome. The water cartons will bear a special name: **"Ah₂O! L'Acqua di Roma"**. It is a play on words combining the typical Roman exclamation "Ahò" and the chemical formula for water, celebrating the bond between the Capital and its most precious resource, the same one that Acea brings into people's homes every day. And on the very day dedicated worldwide to water, the message is that this resource brings together people, stories, and journeys. The hashtag #runforwater will once again underscore this commitment,

accompanying the marathon on social media to remind everyone how fundamental water is to life, the planet, and, naturally, sport.