



PRESS RELEASE

A GREAT SUCCESS FOR THE "MARATONA DELL'ACQUA", THE 31ST EDITION OF THE "ACEA RUN ROME THE MARATHON" TOOK PLACE TODAY IN ROME

Today, 22 March, is World Water Day

ACEA is further strengthening its partnership with the event by providing new water cartons branded "Ah2O!, l'Acqua di Roma"

Rome, 22 March 2026 – The "Maratona dell'Acqua" ("Water Marathon") was a great success in Rome. Today saw **the 31st edition of the "Acea Run Rome The Marathon"**, the largest running event in Italy and one of the most prestigious in the world. The 2026 edition was won by Kenyan athlete Asbel Rutto in the men's race and by fellow Kenyan Pascaline Kibiwot in the women's race. The men's podium was completed by Henry Tukor Kichana and Lencho Tesfaye Anbesa, while Genet Tadesse Robi and Aberash Fayesa Robi finished second and third respectively in the women's race. On behalf of Acea, President **Barbara Marinali** presented the winners with their awards.

This year, Acea further strengthened its partnership with the event, as the competition coincided with World Water Day. The hashtag accompanying the entire event was **#RunForWater**, celebrating the deep connection between water and sport.

For the occasion, **the company introduced a series of initiatives inspired by the protection of water resources**, combining sport, sustainability and a commitment to environmental protection. On race days, it put in place a comprehensive water support plan along the entire route and provided 500,000 new **water cartons to ensure hydration for the 60,000 participants**. The cartons, branded **"Ah2O!, l'Acqua di Roma" ("Ah2O!, the Water of Rome")**, by Acea, were created specifically to highlight the purity of Rome's water supplied for the marathon. The name is a play on words combining the typical Roman exclamation "Ahò" with the chemical formula for water, celebrating the bond between the Capital and its most precious resource, the same one that Acea delivers to citizens' homes every day.

At Circus Maximus, the Acea stand at the **Expo Village attracted large crowds: 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 hosted activities focused on sport and sustainability, with interactive experiences designed to present the world of water in an innovative way. Visitors were able to try their hand at a **"claw machine"** to win gadgets and **"Ah2O!"** water cartons, or take personalised photos at the **social booth**. For the more curious, an **augmented reality** headset offered a virtual journey through the water facilities, revealing the technology and value behind every drop.

It was in this context that "La Maratona dell'Acqua" was created, the new communication campaign launched by Acea on 8 March, to mark International Women's Day. Rolled out across print, web and social media through multiple creatives and developed as a stage-by-stage narrative, it symbolically represents the journey water makes every day, from its sources to distribution to citizens. Acea also developed the Acquea App for athletes, citizens and tourists, enabling users to locate the nearest fountain, nasone or Acea Water House among 3,500 geolocated water points across Rome, quench their thirst and monitor their hydration levels.