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Press release

Sports Week 2020: Unique Events for Sports Fans

- List of events for end consumers held in parallel with ISPO Munich for the third time
- Numerous workshops, presentations and product tests, etc. for everyone
- Closing event: Night Run in the Munich Olympic Park for the whole family

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The city of Munich and its surrounding areas will once again be gripped by sports fever at the same time as the world's largest sports trade fair, ISPO Munich 2020, takes place. Whilst around 2,800 international exhibitors will be showcasing the latest trends and products in the sporting goods industry to more than 80,000 visitors in the trade show halls, Sports Week from January 25 to February 01, 2020 will be encouraging all end consumers to get active

This is the third time that numerous partners from the sports industry will be taking the euphoria for sports, exercise and activities felt inside the trade fair halls out into the open for consumers and sports fans from Munich, Germany and Austria as part of workshops, presentations and product tests.

The feeling of going on an expedition or climbing a mountain but in the city

The Expedition Day will kick-start the week on Saturday, January 25 at Globetrotter Ausrüstung in Munich. Visitors will be able to take part in workshops and attend short presentations by the DAV (German Alpine Club) and the Berlin Centre for Travel & Tropical Medicine, get tips from manufacturers and take altitude training taster courses in an altitude chamber. The Snow & Safety workshop at the Keller Sports store provided in conjunction with the outdoor brand Mammut on Sunday, January 26 will help attendees hone their skills. Avalanche-related safety information, proper conduct when mountaineering, avalanche airbag functions and many other topics will be covered as part of the program.

Town & country at night

OaC NightHikes will take place in seven German and Austrian towns on January 29. The night hikes, organized by the non-profit organization Outdoor against Cancer (OaC), are a way of encouraging people to exercise and a mini

symposium on exercise for cancer sufferers as well as their family members and friends. Everyone is welcome to take part. Alternatively, OaC will also be providing cross-country skiing fans with the opportunity to take part in a nighttime cross-country ski run in Tegernsee in partnership with Madshus. The evening ski tour on the slopes on Thursday, January 30 held in cooperation with Schöffel, the Bavarian Zugspitze Railway, K2 Skis and the skiing magazine Bergstolz will take participants high up into the mountains. The tour will end at Drehmöser 9 in Garmisch-Partenkirchen with a “fireside chat” with professional freeride skier Roman Rohrmoser.

Running festival for people of all ages

The Night Run on Saturday, February 01 will be the big final event. There will be 5-km and 10-km tracks as well as a Kids Run. All runs will start and finish in the Kleine Olympiahalle (Small Olympic Hall) which will also host the running exhibition featuring test and refueling stations provided by partners.

The Gore-Tex Uphill Challenge will run throughout the entire Sports Week: runners who conquer the Olympiaberg (Olympic Hill) between January 25 and February 01 and upload their run to Strava will be entered into a competition to win top-notch prizes.

For more information and to register for these and other events, please visit the [website](#), and for regular updates also see [facebook](#).

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.