

Guadalajara will have virtual 21K Guadalajara Electrolit

February 25, 2021

- Virtual event hydrated by Electrolit and nourished by Granvita is presented for April.

This morning the 21K Guadalajara Electrolit® nurtured by Granvita was presented in virtual mode due to the Covid-19 pandemic. This edition of the international event, hopes to bring together around seven thousand athletes from Jalisco, Mexico and the world.

In order to activate people through sports and as part of the celebrations of the 479th anniversary of the City of Guadalajara and as the World Capital of Sports, the athletic event will be developed under the same format as the Guadalajara Marathon, virtually, and at the pace of each person.

The goal is to accumulate 21 kilometers in three days, from April 15 to 18; whether running, jogging or walking, in safe settings and with the necessary health measures.

An event that takes relevance as it is not only a stimulant to run, but will serve as a guide for all those who wish to complement the experience with culture and athletic education, as highlighted by the director of the Municipal Sports Council (Comude) Guadalajara, Tomás Gallo Padilla.

"The 21K virtual Electrolit® nurtured by Granvita is a virtual event, but it is not just any virtual event, it is an event that will take you so that you can prepare from when you decide to register so that in one, two, three or four sessions you can log at least 21 kilometers", he explained.

"It will be accompanied by conferences, activations, and a series of assets to motivate people who already run to stay active every day, but we also seek to motivate those who have not yet made the decision to run, to start in the 21K this 2021 being physically activated."

The director of the Electrolit® brand, Luis Alfonso Torres Esquer, highlighted the work of both Comude Guadalajara and the municipality of Guadalajara, headed by mayor Ismael del Toro Castro, to carry out this type of event. He also announced that for each kilometer registered together by the participants, the brand will donate an Electrolit® to health personnel.

"Today I want to invite the more than 13 thousand runners who have accompanied us in previous editions to join this event because, in addition to the experience we have prepared for you, for each kilometer that you travel together we will donate an Electrolit® to our doctors and health personnel who work in the hospitals of Jalisco and in various regions of Mexico where it is needed" he said.

For his part, Óscar Álvarez González, Granvita brand strategy manager, encouraged all participants to take advantage of this type of event, which is not a single day, but several to complete a training and lifestyle process.

"It is a great challenge and a great opportunity that we have today to understand that it goes far beyond the event of a day of a couple of hours and that must be rescued and emphasized a lot on the part of the brands and all the organizations that they work to make this happen", Álvarez González stressed.