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Friday 18th September 2020, 10:27 GMT

## Anecoop to sponsor Valencia Marathon

Fresh produce giant joins emblematic race for the first time as it celebrates its 40th anniversary

**A**necoop is to sponsor the Valencia Marathon for the first time this year as the race prepares to celebrate its 40<sup>th</sup> anniversary.

The marathon, known as Trinidad Alfonso EDP, takes place on 6 December and will include a half marathon and elite edition this year, is one of the six leading marathons in the world.

Anecoop will take part in various activities being planned in the run up to the race in order to commemorate the previous 40 editions.

The marathon is one of the few large athletic events that will take place this year due to Covid-19.

The sponsorship will see Anecoop distribute its Persimon kaki to runners who register for the 2021 edition of the marathon.

The company will also offer advice on how runners can incorporate the fruit into their training and nutrition plans as they prepare for the big race.

Anecoop's president, Alejandro Monzón, said: "As specialists in citrus and kaki, two emblematic fruits grown in the Community of Valencia, we are proud of this opportunity to support an event with such an international standing".

Monzón added: "The values represented by such a demanding sporting event

are closely linked to our own social responsibility values and our understanding of the sector in which we operate, that is to say agriculture".

The marathon's director, Paco Borao, noted that 40 years reflected the event's solid history.

"The support of companies such as Anecoop and others is essential to allow us to continue contributing all our strength to society," he said.



Alejandro Monzón, right, with Paco Borao