



BEFORE CELEBRATING

2024

WHAT IS THE COLOR RUN?



A VISUAL REMINDER

about how simple it is to see
the bright side of life.

HEALTHY FUN

TCR attracted anyone by being
the most entertaining way to get
in shape and have fun.

ENJOYMENT TO THE FULLEST

It's just you and a world of color.

BRAND BUILDING

Our partners chose to invest in a highly marketable concept. We are known for delivering a fantastic event, filled with colorful emotions.





UniCredit Bank

SPONSORS VISIBILITY

The first thing our sponsors' brands got, is visibility.
On everything and everywhere.

HOW IT ALL STARTED



2014

The First International Concept for sports mass-events brought in Romania: 4 events, 3 cities, 10.000 participants and millions of smiles.

2015

The Color Run Shine Tour was our 5k event during the day. Packed with 4 color zones and a GLITTER zone, plus other elements to add to your daytime experience.

The Color Run Night was a premiere for Europe, with glow-in-the-dark powder and new festival setup.

2016

The Color Run Tropicolor 2016 brought the experience of an island vacation full of fun, music and of course, color to cities all around Romania.

2017

The Color Run Dream Tour 2017 revealed a world where anything is possible, unicorns are real, and foam clouds make everything better.

New Concept included: Foam Zone, Unicorn Medal, Dream Wall to express your dreams.

2018

We celebrated 5 years in Romania by celebrating the hero within.

We invited people to gather their Hero Squad.

We had a redesigned kit with new items, 1 foam zone, the hero wall, new merchandising items and different starts.



THE COLOR RUN™ *Love Tour*

2019

The Color Run Love Tour, was the colorful playground for over 30.000 hearts. We treated the area like it really was a festival: photo ops, integrated sponsors activations, a redesigned kit with custom Love Tour elements, and huge instagramable elements.

But all they needed was love... and color.

THE C*[★]LOR RUN™ *make magic*

2020

Became the “online teaser” for the 2021 Make Magic edition.

As we like to say, the first step is believing in magic. And our entire community did.

Believers from all over the country engaged in our throwbacks and online events and kept the colors alive and kicking for this years' edition.





THE C*[★]LOR RUN™

*make
magic*

2021

Last year, we called all the dreamers, believers and magic-makers to be a part of The Color Run 2021.

The first step was to believe in magic. Then everything fell into place, just like... Well, magic! Thousands of steps, thousands of hearts beating at once, thousands of ways they saw and felt pure colors.



THE COLOR RUN™

kaleidoscope
tour

2022

This year, was the year of Glam Tour. We celebrated our runners in the happiest 5K on the planet, by inviting them to show their true and bright colors. We gathered once again to make the world a better place, one day at a time. We were here to spread good vibes and shine with glamour.

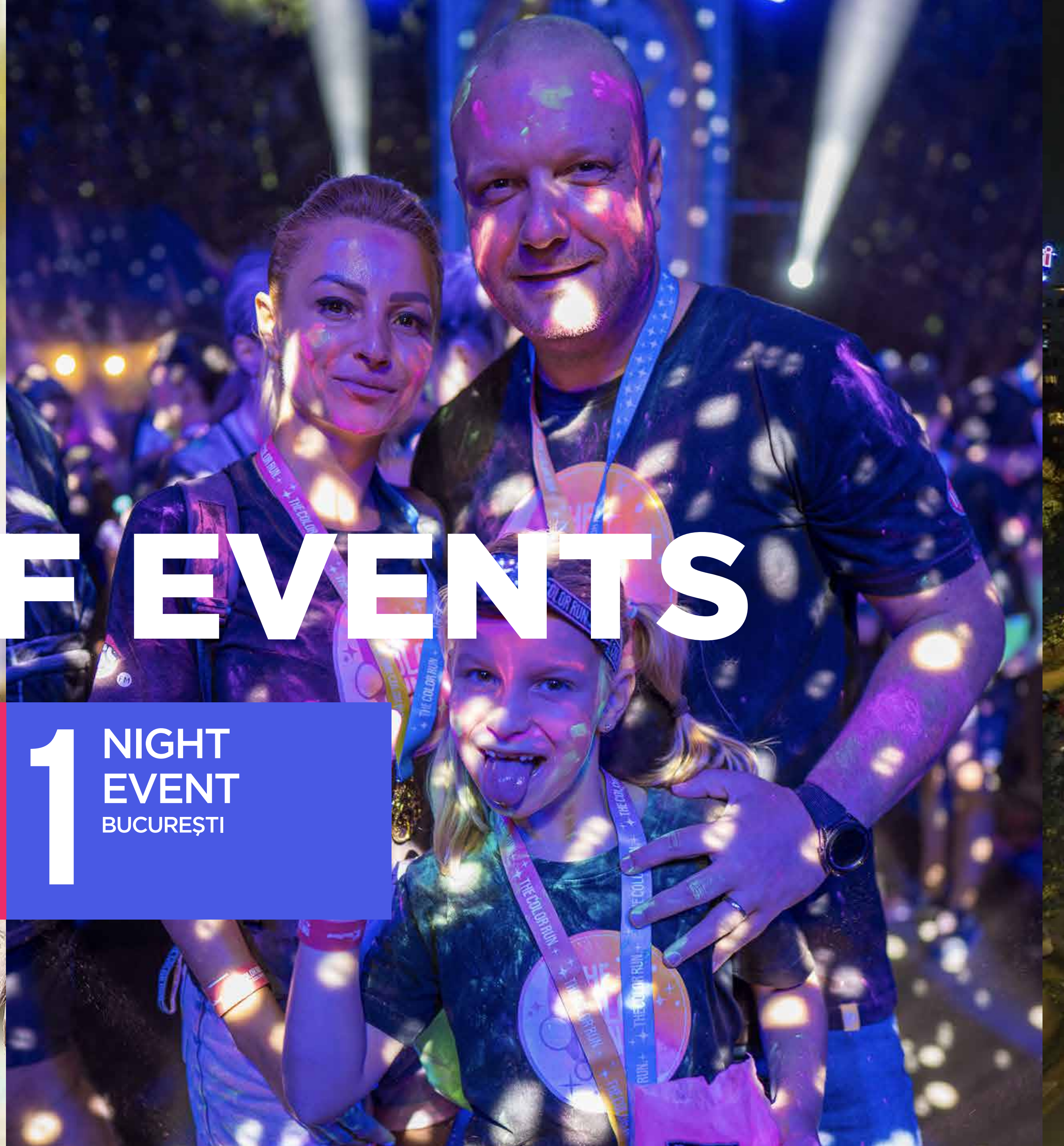


THE COLOR RUN™ spectacolor

2023

Welcome to Spectacolor.

A world of color bursts, great smiles and the happiest 5k on the planet. Colors were brighter than ever to make that good fun really pop out! Once you enter the World of Color, all the dull things disappear and you get to go home covered in all the colors of the Spectacolor spectre.

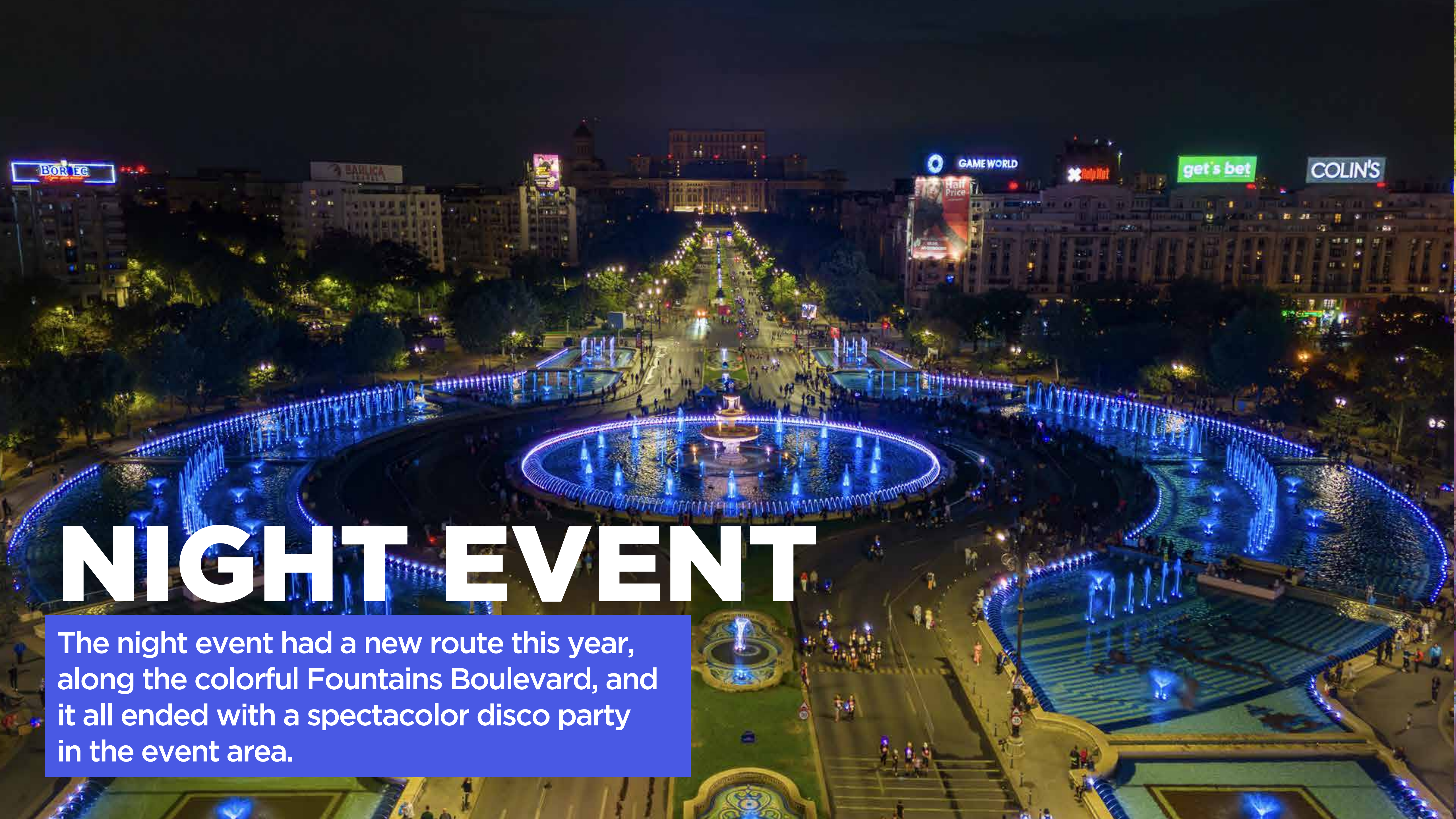


TYPES OF EVENTS

5 DAY
EVENTS

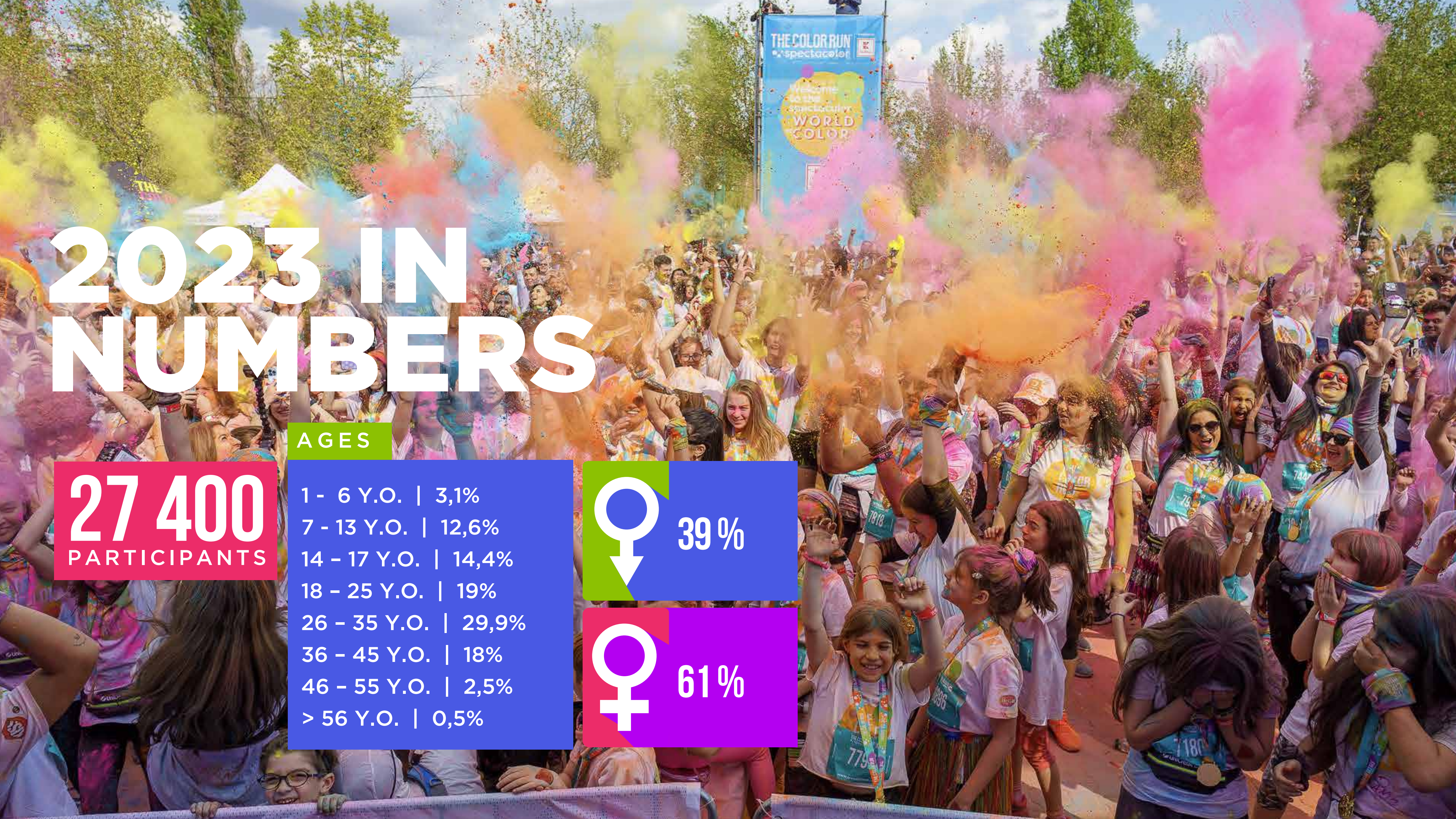
MAMAIA, CLUJ-NAPOCA,
TIMIȘOARA, BUCUREȘTI,
IAȘI

1 NIGHT
EVENT
BUCUREȘTI



NIGHT EVENT

The night event had a new route this year, along the colorful Fountains Boulevard, and it all ended with a spectacular disco party in the event area.





2023 IN NUMBERS

AGES

27 400
PARTICIPANTS

- 1 - 6 Y.O. | 3,1%
- 7 - 13 Y.O. | 12,6%
- 14 - 17 Y.O. | 14,4%
- 18 - 25 Y.O. | 19%
- 26 - 35 Y.O. | 29,9%
- 36 - 45 Y.O. | 18%
- 46 - 55 Y.O. | 2,5%
- > 56 Y.O. | 0,5%

 39%

 61%



2024

TIME TO CELEBRATE



10Y
5K



THE COLOR RUN™
celebration

Happy 10nniversary

Happy 10nniversary to us and to our most colorful runners!
2024 is the time to celebrate, be thankful for what we achieved
and run further even happier and more colorful!
Join us in celebrating the happiest 10 of the happiest 5k on the planet!

2024 EVENTS

6 EVENTS

2 x BUCHAREST
1 x CLUJ-NAPOCA
1 x TIMIȘOARA
1 x IAȘI
1 x MĂMAIA

30K+
PARTICIPANTS

THE KIT

T-SHIRT



MEDAL



TATTOOS



BUFF



THE COLOR RUN™
celebration

POWERED BY



THE HAPPIEST
FRIENDS
the ———
happiest
—10

22 aprilie

BULEVARDUL UNIRII
thecolorrun.ro



THE COLOR RUN™
celebration

POWERED BY



THE HAPPIEST
TWO—the
happiest
—10

22 aprilie

BULEVARDUL UNIRII
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THE COLOR RUN™
celebration

POWERED BY



THE HAPPIEST
GANG
the—
happiest
—10

22 aprilie

BULEVARDUL UNIRII
thecolorrun.ro



Join the celebration

THE COLOR RUN™





**BE ONE OF
THE HAPPIEST
SUPPORTERS OF
the ———
happiest
—10**