

**PRESS RELEASE**

**Navarino Challenge returns on May 9-11, 2025!**

**New activities, fitness trends, and Navarino Challenge Talks!**

**Athens, April 17, 2025** – **Navarino Challenge** returns dynamically on **May 9-11,** bringing together amateur and professional athletes with the presence of Olympians and world champions. With the message **“Sports Unites People”,** the event will feature a rich schedule with more than **60 activities and 20 Olympic sports.** Participants will have the opportunity to live this unforgettable experience at [**Costa Navarino**](http://www.costanavarino.com/)and Pylos with the events hosted at [**The Westin Resort Costa Navarino,**](https://www.costanavarino.com/westin-resort/) [**W Costa Navarino**](https://www.costanavarino.com/w-costa-navarino/), and **The Romanos, a Luxury Collection Resort**[**.**](https://www.costanavarino.com/romanos-resort/)

**28 Awards for the Top Sports Tourism & Wellness Event!**

Navarino Challenge continues to lead the way in sports tourism, maintaining its position as one of Greece’s top events. At the recent **Sports** **Marketing Awards and Sponsorship Awards 2025,** the event received a total of **28 distinctions – 3 Platinum, 18 Gold, 6 Silver, and 1 Bronze –** confirming its strong impact and innovative spirit.

The event was recognized as the **top sports tourism event,** the top wellness event, and the top multi-sport event. It stood out for its strategic approach to branding and sales, its innovative fan engagement program, its alternative and children-focused activities, its meaningful use of content creators, and its exceptional sponsorship collaborations with Miele Hellas and the MOTODYNAMICS Group.

As every year, the event remains committed to promoting values that support society, solidarity, and health. Participants are invited to take part in activities that help the fight against obesity while also being educated on the benefits of the Messinian diet. The event embraces the values of the Olympic Ideal, promoting a peaceful and better world without discrimination—where every athlete is awarded their own medal, celebrating participation and effort.

**Basketball Lessons with the signature of Panagiotis Giannakis**

For the first time this year, the event joins forces with one of the greatest figures in Greek basketball, **Panagiotis Giannakis** – the only athlete in European basketball history to have won a European Championship both as a player and as a coach.

As part of this unique collaboration with **Giannakis Academy**, the innovative academy founded by the Greek Olympian and dedicated to the education and development of young athletes, the **Basketball Clinic powered by Melissa** will offer unforgettable sports experiences. Children aged 5 to 15 will have the opportunity to improve their skills and develop their athletic character alongside the legendary Greek basketball icon. At the same time, through **Melissa High Protein** and **Melissa Boost** products, participants will learn about the importance of proper nutrition and energy for a healthy and active sports lifestyle.

**Basketball for everyone**

Basketball is one of the core pillars of this year’s event, with activities designed for everyone—from young athletes to basketball professionals.

Girls aged 5 to 16 will have the chance to grow and be inspired by Olympian and EuroBasket MVP **Evina Maltsi**, who is passionately focused on the development and empowerment of girls in basketball. She will lead the **Girls Basketball Clinic powered by Trace ‘n Chase**.

Meanwhile, the **4on4 basketball tournament powered by Trace ‘n Chase** promises intense competition and spectacular plays, as teams collaborate and battle for victory.

The action-packed **Knock Out Challenge powered by Trace ‘n Chase**, featuring EuroLeague legend **Joe Arlauckas**, adds even more excitement, offering fast-paced and dynamic matchups where participants test their skills in a game that combines precision, speed, and strategy.

Additionally, this year’s event embraces the power of inclusive sports, with the **Wheelchair Basketball Demonstration Game powered by Vikos**. Champion basketball player **Georgia Kaltsi** and athletes in wheelchairs will deliver powerful moments of competition and inspiration, promoting **inclusion and equal participation** in sports.

**Navarino Challenge Talks**

This year’s Navarino Challenge schedule introduces an exciting innovation: the **“Navarino Challenge Talks”**, a series of talks focusing on sports, health,and wellness. One of the featured speakers will be **Elisabeth Calbari** (Corporate Neurosciences Psychologist | TEDx & International Keynote Speaker, Founder of Self Balance), who will speak about the power of exercise, leadership, and mental balance, highlighting how high achievers—both in business and in sports—live like Olympians in their daily lives, guided by determination and goal-oriented focus.

With the support of the **MOTODYNAMICS Group,** Olympian and former international basketball player **Dimitris Papanikolaou** will share his personal journey and the challenges he has faced, inspiring the audience through his experiences in both sports and inclusion.

**Thanasis Chountras**, motorsport coach, will dive into important topics related to road safety. Award-winning chef **Ettore Botrini** will give a special talk, unveiling the secrets of gastronomy, discipline, and creativity required to reach the top in his field. As part of the **Obesity Awareness and Information Seminar powered by Novo Nordisk**, participants will hear from **Mrs. Mary Karageorgou**, External Affairs Director of Novo Nordisk Hellas, and **Dr. Spyros Sapounas**, endocrinologist-diabetologist, Vice President of the Hellenic Medicines Organization, and former Vice President of the Hellenic National Public Health Organization. They will highlight the challenges of obesity across all ages and the solutions offered by modern science.

Additionally, through the initiative of **π³ = Plastic Pollution Prevention** and **Humanity Greece**, the event will connect NGOs with the world of sports, emphasizing the importance of reducing plastic pollution, raising environmental awareness, encouraging volunteerism, and promoting social solidarity, with the participation of non-profit organizations and the athletic community.

**Football Clinics with Kostas Katsouranis**

Navarino Challenge is proud to welcome back **Kostas Katsouranis**, **Euro 2004 Champion** with the Greek National Team, for the second time. The former international midfielder, who has had a remarkable career with top Greek and European clubs, returns once again to support the next generation.

For yet another year, under his guidance, the **Football Clinics powered by Miele** will take place for **children aged 5 to 17,** with the support of the model football academy **Falcons Football Academy**.

**For the First Time in Messinia and at Navarino Challenge**

The **F45 Barrio Salamanca HYROX powered by KORRES** will make its debut this year, introducing a cutting-edge hybrid race that combines running with high-intensity functional exercises. With four world championships already under its belt, HYROX is considered the sport of the future, attracting athletes from a variety of sports disciplines.

The race and training include running, rowing, and dynamic exercises, challenging both the endurance and strength of participants. Athletes are required to complete eight different workout stations, with 1 kilometer of running between each station.

HYROX is a unique challenge that pushes the limits of fitness, strength, and endurance. It demands commitment and systematic preparation while offering multiple benefits for both amateur and professional athletes alike.

**Corporate Social Responsibility Actions by MOTODYNAMICS Group**

As part of the event, the **MOTODYNAMICS Group** supports society through initiatives that promote responsibility, innovation, and social contribution. Together with former international basketball player, Olympian, and Group ambassador **Dimitris Papanikolaou**, they will organize a special **Inclusion Talk** in schools of the Pylos-Nestor Municipality, promoting acceptance of diversity and inclusion through sports.

In parallel, middle and high school students in the region will have the opportunity to attend a specialized **Road Safety Seminar**, led by motorsport coach **Thanasis Chountras**. Thematic talks will also take place at **Costa Navarino**, as part of the **Navarino Challenge Talks**, focusing on both road safety and social integration, aiming to raise awareness and inform all participants.

**Ultimate Rejuvenation Comes with Joint Athens**

The physiotherapists of Joint Athens, **Aggelos Giakoumidis** and **Giorgos Poulianitis**, will lead specialized sessions focusing on immediate lower back protection from pain and injuries, stress relief for the body, and the meaningful improvement of mobility—helping participants move freely and without discomfort.

**Discover the Power of Wellness**

At the same time, the exceptional **Ifigenia Baka**, pilates instructor and owner of Breath Pilates Studio, will lead **two unique sessions:** a full-body workout for all ages through **Pilates High Intensity Interval Training,** and a **Stretch and Strength** class designed to enhance flexibility and mobility.

**Boccia & Wheelchair Tennis Demonstration**

The international retail company **JYSK,** constantly evolving, supports unlimited access to sports, by promoting initiatives that celebrate diversity, equality, and inclusion — core values of the brand.

As part of this year's Navarino Challenge, JYSK will support, for the first time, the sports of **Boccia**, featuring 7-time Paralympic medalist **Grigoris Polychronidis**, and **Wheelchair Tennis**, with Greek national champion and national team member **Giorgos Lazaridis**. Attendees will have the opportunity to discover these sports and be inspired by the athletes’ stories and achievements.

With this initiative, **JYSK** reinforces its commitment to creating an environment where every athlete can feel the power of participation and perseverance.

Since June 1989, JYSK has been the main sponsor of Parasport Denmark, making it one of the longest-standing sports sponsorships in Denmark. JYSK proudly supports athletes in achieving outstanding results over time.
As the company expanded and opened new stores abroad, this sponsorshipextended to other countries as well.

At the same time, **JYSK** will welcome participants to the event with a **Welcome Cocktail & Finger Food powered by JYSK**, creating a warm and inviting atmosphere where relaxation and socializing meet a shared passion for sports.

**Team & Family Beach Volley**

With the experience and expertise of **Triantafyllidis Beach Arena** and former international volleyball player and Greek national team record-holder, **Michalis Triantafyllidis**, **Beach Volley** offers a sports experience filled with energy, passion, and summer vibes. Participants will enjoy their favorite sport by the sea, taking part in two different tournaments: the classic and well-established **King of the Court Beach Volley Tournament powered by Bacardi**, as well as, for the first time, the **Family Beach Volley Tournament powered by KORRES**, which focuses on family participation.

**Tennis Tournament at the Mouratoglou Tennis Center**

The **Men’s Round Robin Tennis Tournament powered by Grey Goose Super Premium Vodka** raises the level of competition, delivering high-caliber matches. Focusing on performance and style, participants will have the chance to test their skills in dynamic games while enjoying an exciting tennis experience at the state-of-the-art Mouratoglou Tennis Center at Costa Navarino.

**Watch the teaser video** of this year’s Navarino Challenge and get ready for a **schedule full of surprises and new experiences**:

<https://www.youtube.com/watch?v=MjD8yWHFuvk>

**Running in the Magical Landscape of Voidokilia**

Participants will have the opportunity to compete in one of the top Half Marathons in Greece, the **Navarino Challenge Half Marathon powered by The North Face**, alongside Greek-American ultramarathon runner **Dean Karnazes**. The iconic beach of Messinia, known for its distinctive shape resembling the Greek letter Ω, is considered one of the most beautiful in the world and provides the perfect backdrop for a unique running experience. It is the only trail race that combines different terrains – dirt, sand, and asphalt – offering an exciting and demanding course.

At the same time, runners can take on the enchanting **10km route powered by Dimello**, alongside the sea, or the **5km route powered by Miele**, through centuries-old olive groves, which can even be followed with a dynamic walk.
All running events are co-organized with the **Messiniakos Gymnastic Club** and the **EAS SEGAS Peloponnese Region**.

**Register for the Run**

Join the action and choose the route that suits you! You can participate in races of **21.1km, 10km, 5km, or 1km**, while the **children’s races** **1km for ages 10-14 and 1km for ages up to 9 powered by Vikos**, are free of charge. At the same time, participants will have the opportunity to take part in the **1km Run For All race powered by the MOTODYNAMICS Group**, supported by the **DiaforoΖΟ** club for people with disabilities. Sign up easily by completing the related form you will find [**here.**](https://www.more.com/gr-en/tickets/sports/navarino-challenge-2025-en/)

**Rich Gifts for Participants**

For yet another year, all runners will enjoy exceptional and exquisite gifts from the sponsors. Specifically, athletes who finish the 21.1km powered by The North Face will receive t-shirts from the top outdoor apparel and equipment company. Similarly, runners of the 5km powered by Miele will receive unique gifts from the world’s top manufacturer of high-quality household appliances, Miele.

**Book Your Accommodation Package Now**

Experience a weekend **full of outdoor sports activities for all ages!** Get the complete sports activities package and enjoy an unforgettable athletic and cultural experience. For information about accommodation packages at **W Costa Navarino**, **The Westin Resort Costa Navarino**, and **The Romanos, a Luxury Collection Resort**, you can send your email at booking(at)navarinochallenge.com or contact Vita N Travel at +30 210 3249070. Discover the packages [**here.**](https://vitantravel.gr/navarino-challenge-2025/?lang=en)

**Platinum Sponsor**is**Miele.**

**Gold Sponsor** of the event is **MOTODYNAMICS Group.**

**Silver Sponsors**are **JYSK, KORRES, Melissa, The North Face,** and **Chiquita.**

**Strategic Healthcare Sponsor** is **Novo Nordisk.**

**Official Water** is **Vikos Natural Mineral Water.**

**Official Hospitality Sponsors** are **Costa Navarino** and the hotels **W Costa Navarino, The Westin Resort Costa Navarino,** and **The Romanos, a Luxury Collection Resort.**

**Official Sports Supplier** is **42K.**

**Bronze Sponsors**are **Dimello, Trace ‘n Chase, Patron,** and **Pilia Express.**

**Premium Mobility Partner** is **SIXT, member of MOTODYNAMICS Group.**

**Οfficial Partners** of Navarino Challenge are **Messinian Nest, Pylos-Nestor Municipality.**

**Authentic Flavor Partner**is**Navarino Icons.**

**Official Optics Partner**is**Kois Optics.**

**Official Healthy Catering Partner** is **TO BAZAKI.**

**Official Supporters** are **Messinian Spa, Alpha Estate, Εlite Boats, Messinia Transfer, Vlaha, SportAdore, Karalis Beach Hotel, Karalis City Hotel, Silk Gonos, Memmos,** and **Rania's Flower.**

**Premium TV Partner**is **SKAI.**

**Premium Media Partner**is **Liquid Media.**

**Sustainability Partner** is **π³ = Plastic Pollution Prevention.**

**Educational Partner** is **University of Piraeus.**

**Athletic Partners** are **Angelic Yoga Arts, Breath Pilates Studio, F45 Barrio Salamanca, Falcons Football Academy, FitnessArt, Free Movement Skateboarding, Giannakis Academy, Joint Athens, Moraitis Outdoors, Moraitis Watersports, Mouratoglou Tennis Center Costa Navarino, Navarino Golf Academy, Pilates by Mandy, Red Swim Academy, Swim O’Clock,** and **Triantafyllidis Beach Arena.**

The event is **assisted by Vita N Travel,** and **Humanity Greece.**

**Navarino Challenge** will take place **under the auspices of the** **Greek Ministry of Tourism** and the **Greek National Tourism Organization**, with the organization and sports production managed by **ActiveMedia Group**.

More information about this year's activities and the schedule will be announced in the coming days.

#navarinochallenge #costanavarino #sportsunitespeople #eatwell #runwell #livewell



**Website:** [www.navarinochallenge.com](http://www.navarinochallenge.com)

**Facebook:** [www.facebook.com/Navarinochallenge](https://www.facebook.com/Navarinochallenge)

**Instagram:** <http://instagram.com/navarinochallenge>

**Χ:** <https://x.com/NavarinoC>

**YouTube:** <http://www.youtube.com/user/NavarinoChallenge>

**TikTok:** [https://www.tiktok.com/@navarino\_challenge](https://www.tiktok.com/%40navarino_challenge)