



Run Akaroa -Nourished by Akaroa King Salmon **Christchurch, Friday 17th October 2025**

Scenic Sports Events is excited to announce that Akaroa King Salmon is the new Principal Sponsor of the inaugural Run Akaroa. Run Akaroa - Nourished by Akaroa King Salmon is set for the 17th of May, 2026 with entries already coming in from across New Zealand and around the world.

Akaroa King Salmon, a 100% New Zealand-owned partnership with Ōnuku Rūnanga, has been raising premium King salmon in Akaroa Harbour since 1985.

“Chefs already know how delicious our King Salmon is,” says Nik Mavromatis, Marketing Manager for Akaroa King Salmon. “But we also want to highlight the health benefits — it’s naturally high in protein and Omega-3s, making it the perfect nourishment for runners. Supporting *Run Akaroa* is a great way to bring people into our harbour and showcase both the beauty and vitality of our community.”

“We are thrilled to have Akaroa King Salmon as the Principal Sponsor for our new race.” Scenic Sports Director, Kerry Uren says. “To have a partnership with a business that is so connected to the region is really special for the event. Not only is Akaroa King Salmon a great source of protein for runners, but their entire ethos is also based around protecting the environment and working with the community in partnership.”

Scenic Sports Events has a passion for creating events in scenic parts of the country, and also making sure communities benefit from having the races on their doorsteps. “The synergy between Akaroa King Salmon and Scenic Sports Events is really strong,” Kerry continues, “we can’t wait to begin working together to create something special for our competitors and the community.”

Run Akaroa nourished by Akaroa King Salmon has 4 distances to choose from; Marathon, Half Marathon, 10km, and a Kids Dash. Summit Road on Banks Peninsula has restricted access for the event which allows unsurpassed views and safe passage for competitors as they make their way around the summit, before dropping down to the beautiful Akaroa Harbour.

To find out more about the event visit the website <https://runakaroa.com/>

To read about Akaroa King Salmon and to purchase visit <https://akaroasalmon.co.nz/>