

13 September 2017

PRESS RELEASE

The 11th Ioannina Lake Run has the taste of good, the taste of DODONI
*The company sponsors for the 2nd consecutive year the “Mom-Stroller”
lakeside race*

DODONI, the leading dairy company of Epirus, supports once again the 1km “Mom-Stroller” Lakeside Race, an integral part of the Ioannina Lake Run, whose 11th edition was held this year. The company is proudly sponsoring the event, promoting the message that sport is for all.

Driven by their love for sport and their need for truly connecting with nature, mothers with their babies in prams and accompanied by older children will meet again at Lake Pamvotis, to run a different race and promote the ideals of sport, as part of the 11th Ioannina Lake Run, held on 16 and 17 September 2017.

Starting from Mavili Square at 6 pm on Saturday 14 September, participants young and old will be there for the event which has grown to become an institution for the city, to run a symbolic 1 km race that will have the Taste of Good, the taste of DODONI. Participants will win gift vouchers for DODONI products and will also have the opportunity to taste pure Epirus products, as for yet another year the company will also be there to celebrate taste, by sponsoring the established athletes’ pasta party, scheduled for 7 pm on the same day, at Mavili Square.

Participation in this year’s race is free and is expected to be higher than in all other previous events, as the number of participation entries via the event’s webpage keeps growing.

For more information about the 11th Ioannina Lake Run, please visit the event’s website, at: <http://www.ioanninalakerun.gr/>

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About DODONI

DODONI SA was founded in 1963. With 54 years of authentic tradition and history, the company, based in Ioannina, produces authentic, purely Greek dairy and cheese products, using 100% Greek cow, sheep and goat milk collected daily from a wide network of 5,000 Greek farmers, active primarily in the Epirus region. With more than 10,000 selling points in the domestic market and exports to 46 countries around the world, DODONI produces 9 categories of dairy and cheese products in 80 different SKUs, distinguished by their unique taste, quality and 100% Greek identity.

For more information, please visit www.dodoni.eu, <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

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