



# KIPRUN PAUL CHELIMO



## TWO-TIME AMERICAN OLYMPIC MEDALIST **PAUL CHELIMO SIGNS WITH KIPRUN, DECATHLON'S RUNNING BRAND**



KIPRUN teams are delighted to welcome a new member to their team with the signing of Paul CHELIMO, an American athlete of Kenyan origin. As a 5,000m specialist, Paul intends to challenge himself on long distance and co-creation with his new equipment supplier.

A Double Olympic medalist, silver in Rio in 2016 and bronze in Tokyo in 2021, the international long distance specialist has built a reputation among the world's elite. A committed runner, now turned to long distance, Paul will give a new impetus to his career with KIPRUN.

### FROM KENYAN STRIDES TO THE AMERICAN DREAM

Paul took his first steps and strides at the age of 9 in Iten, the birthplace of running.

At the age of 20, in 2010, Paul decided to move to Arkansas, in the United States, to run with Shorter College and the National Junior College Athletic Association.

In 2014, he joined the United States Army and its elite athletic program, and was later granted U.S. citizenship.

### A TRACK SPECIALIST

In 2013, Paul's career took a turn for the better when he won the 5,000m silver medal as a Kenyan at the Universiade. The following years were fruitful for him, winning the silver medal in the same distance at the 2016 Olympic Games in Rio de Janeiro, Brazil, and then winning the title at the USA Track and Field Championships the following year.

With the same appetite for track, Paul placed 7th at the 2019 World Championships in Doha, Qatar over 5,000m. In 2021, he won the bronze medal in the distance at the 2020 Summer Olympics in Tokyo, Japan.

As a 5,000m specialist, Paul is now looking to conquer new distances and it is with KIPRUN that he intends to challenge himself on the road, before a final goal on the track (10,000m) at the next World Championships in Budapest in August 2023.



### A NEW COLLABORATION TO PERFORM TOGETHER

Accompanying athletes over the long term has always been in DECATHLON's DNA, especially within its running brand, KIPRUN. Indeed, KIPRUN wants to be as close as possible to the athletes and understand their needs while offering them technical and performing products.

*Paul CHELIMO confides, "I am very happy to join the KIPRUN brand, with which I share the same values of proximity, transparency and high standards. I look forward to bringing my experience to the design teams to co-create products to perform together."*

*Anthony DULIEU, running leader, DECATHLON, adds "We are particularly proud to see Paul CHELIMO join the Kiprun family. His presence alongside our brand was an obvious choice for us, as he symbolizes both our values and our great ambitions.*

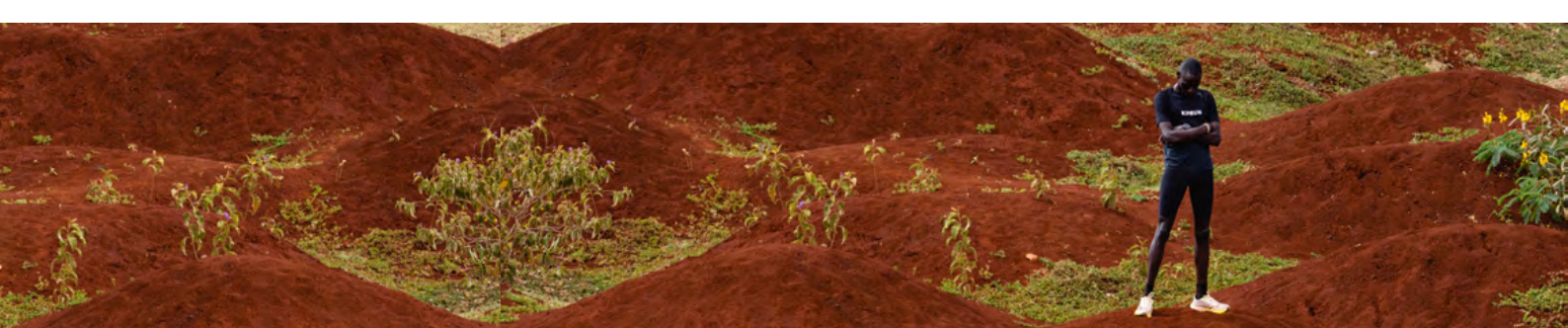
*Paul is an incredible running expert with a world-renowned track record, and he will make a strong contribution to taking our innovation to the next level. But above all, Paul is an extremely engaging person, particularly generous, caring, strongly attached to his roots, and with a great desire to give back to the sport that has given him so much.*

*In addition to products and sports performance, we will be working with him on a number of projects aimed at developing running in countries that are dear to us. Paul's arrival is the perfect embodiment of our athlete strategy, with a KIPRUN team that will continue to grow stronger and more international."*



This new collaboration between the equipment manufacturer and the athlete therefore makes perfect sense in order to support his sporting goals starting in April 2023.

**Paul will take his first start under the KIPRUN colors at the Berlin Half Marathon on Sunday, April 2nd.**



#### ABOUT DECATHLON

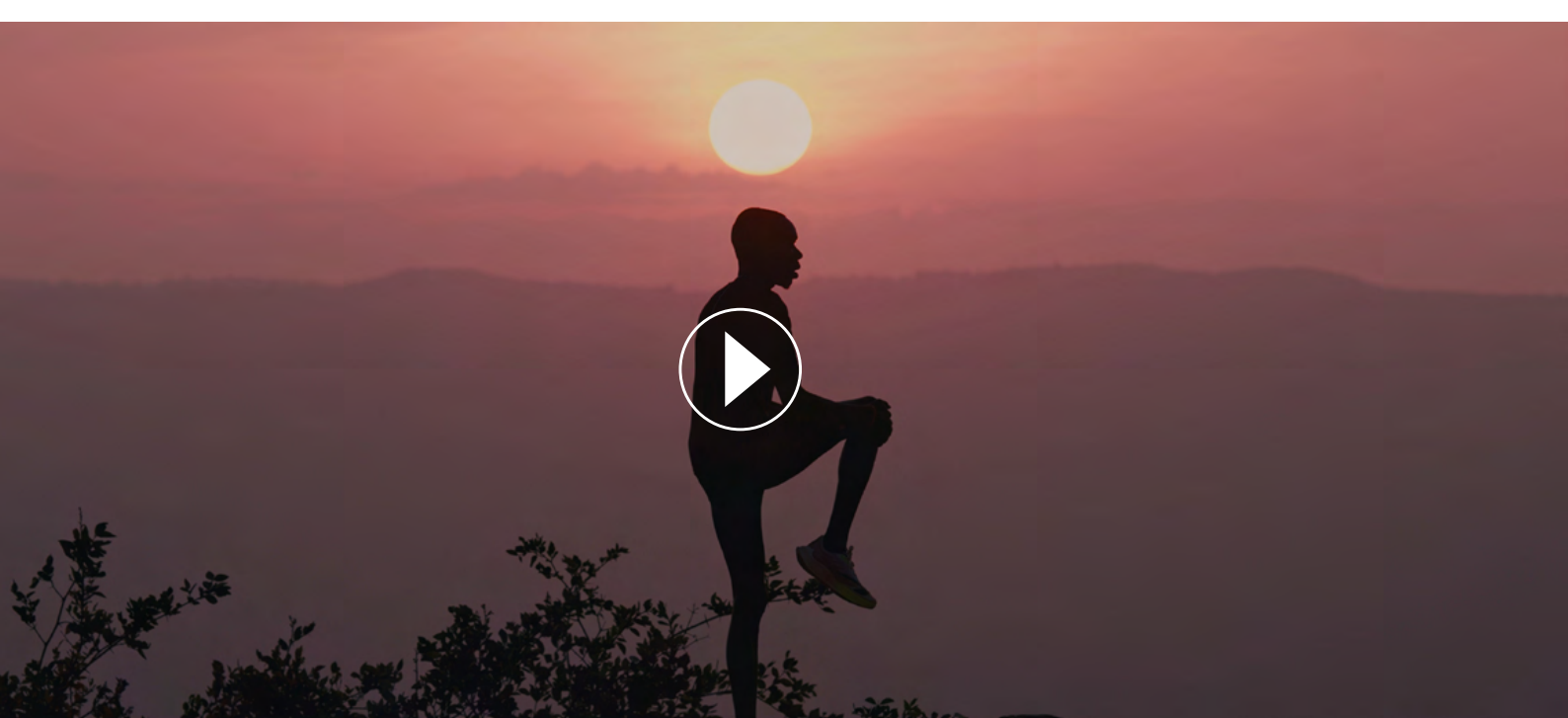
DECATHLON, one of the world's leading sporting goods companies, headquartered in France, specializes in the creation of innovative sporting goods and their distribution online and in more than 1,700 stores worldwide. DECATHLON employs 105,000 teammates and is present in 70 countries.

#### ABOUT KIPRUN

Heard during the New York Marathon in 2004, «keep on running» is a mantra that accompanies runners throughout the last kilometers of their races. This «KIPRUN» contraction became in 2010 the signature of the first performance shoe of the Kalenji brand, the KIPRUN 1000.

In 2018, with 21 running enthusiasts, the brand decided to address more to road racers by signing KIPRUN all products dedicated to performers.

In 2022, KIPRUN designs its own products and becomes the brand of running performance and athletics whose mission is to accompany runners and athletes in achieving their goals.



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# KIPRUN