

MEDIA PACKET



Epicura Run – Napa Valley · May 8, 2027

IT STARTED WITH 13.1 MILES OF VINEYARD

Our story began with a half marathon through the vineyards of Napa Valley. The inaugural event showed us that people wanted more than a race. They wanted a meaningful way to experience the landscape, the wine community and one another.

That insight led to a broader vision. Epicura extends beyond one race, one distance or one sport. Running stays at its heart, with future experiences spanning hiking, cycling, wellness, food, wine and music.

EPICURA IS DEFINED BY A WAY OF LIVING.

EPICURA RUN NAPA VALLEY

FLAGSHIP HALF MARATHON • MAY 8, 2027

A 13.1-mile journey through private vineyard roads and celebrated Napa Valley wineries, followed by a gathering built on local wine, food, music and community. Participants get access to landscapes normally closed to the public, and experience Napa Valley through movement.

01 **EXCLUSIVE VINEYARD ACCESS** A route through private vineyard roads, working landscapes and iconic wineries.

02 **WINERY-HOSTED EXPERIENCES** Winery teams welcome runners along the course, turning each stop into an expression of Napa hospitality.

03 **MUSIC AND CELEBRATION** Energy builds along the course and carries into the finish celebration.



257 RUNNERS. THREE MONTHS' NOTICE.

INAUGURAL WINE HALF MARATHON · MAY 8, 2027

Registration opened only three months before race day. Even so, the event drew runners from 79 cities and 14 states, and earned enthusiastic support from wineries, hospitality businesses and the local community.

257

registered participants

230

known finishers

61.9%

from outside Napa County

100%

of survey respondents would
recommend the event



MORE, ON REQUEST

Interviews with the founders, higher-resolution photographs, or a fact this packet doesn't carry — ask and we'll send it. Photographs, logos and ready-to-use copy are at epicuraevents.com/press.

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