

# NORDLO

## PRESS RELEASE

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### The public festival is secured for another three years, Nordlo remains the main sponsor of Sentrumsløpet in Norway

Since its inception in 2024, Nordlo has been the main sponsor of the Sentrumsløpet in Haugesund, a 10 km race that has developed into an event in the centre of Haugesund. The race will be held for the third time in May this year, and Nordlo is now extending its sponsor agreement for another three years.

**“It's fantastic to be involved and contribute to the race and support the local community,” says Halvor Forberg, account manager at Nordlo Haugesund.**

Sentrumsløpet started in 2024 on the initiative of Haakon Vaaga, who sits on the board of Haugesund Triathlon Club. It is a city race, right in the centre of Haugesund. The first year, the race attracted around 600 runners, and this year Haakon is hoping for over 1,500 participants.

“Thanks to Nordlo, we received great support right from the start, and it was a huge success. Last year, we doubled the number of participants, and now we hope for even more. It is important to have the local business community on board, and we are very pleased to have Nordlo as a committed and helpful partner.”



*Haakon Vaaga, initiator of Sentrumsløpet, and Halvor Forberg, account manager at Nordlo Haugesund.*

In 2024, Sentrumsløpet was gold certified as a city race by the Norwegian Athletics Federation. Since 2025, the race has been certified by World Athletics, which means that it is approved as a qualifying race and for ranking points, best scores, Norwegian records, European records and world records.

“It is a real seal of quality; only a few city races in Norway have this certification,” says Haakon Vaaga.

This year, three races will be held, including the main 10 km race and a children's race. New for this year is the 5 km race.

As the main sponsor, Nordlo is providing financial support that enables the organisers to put on a great event. Nordlo also organises social runs, where you run with others before the race, giving you the opportunity to meet people from the local business community. Various competitions will also be held before the race, where you can win prizes such as heart rate monitors and watches.

“It's great to be able to contribute to this public event for another three years. It's important to support local health-promoting initiatives such as the Sentrumsløpet. We have sent invitations to all Nordlo offices in Norway, and we hope that many will join us for the run,” says Halvor Forberg.

#### For more information:

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