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Global Running League Debuts at Web Summit 2024 in Lisbon, with Sir Mo Farah as Advisor

Lisbon, November 13, 2024 – The Global Running League (GRL) was unveiled at Web Summit 2024 as the world’s first professional league for competitive, team-based running designed for mass-participation by both elite and non-elite runners. The GRL aims to build an iconic brand for the sport, with professional teams competing globally and fostering fan connections similar to Formula 1’s successful team model. Launching on active Formula 1 tracks in 2025, GRL events will showcase live biometrics and digital overlays, enhancing the viewing experience for fans worldwide.

“Running is the world’s most active and accessible sport, with an estimated 620 million runners participating regularly. Yet, despite this massive base, there has been no structured team-based competition in running—until now. The GRL taps into this untapped potential, establishing a league that not only competes but also engages fans through innovative technology and incentives” commented Marcel Muenster, CEO and Founder of GRL.

Partnering with SWEAT, a Web3 company, the GRL introduces a pioneering model to reward its community through the Movement Economy, allowing participants to earn SWEAT tokens with every step. This partnership expands the GRL’s reach to SWEAT Wallet’s 15 million+ global user base, promoting greater community involvement. Committed to environmental sustainability, the GRL has joined the IOC-endorsed Sports 4 Nature framework to integrate eco-friendly practices into its operations.

Supporting the league, the newly established Global Running Foundation (GRF) will champion health and sustainability initiatives, with a strong emphasis on youth fitness and wellness. As part of its mission, the GRF will back the “One Mo Mile” initiative, promoting children’s health through accessible and engaging runs that inspire active lifestyles from an early age.

Background: Sir Mo Farah & Marcel Muenster

The GRL is proudly supported by Sir Mo Farah, widely regarded as one of the greatest runners of all time. With ten global championship gold medals—four Olympic and six World titles—he stands as the most successful male track distance runner in history and the most accomplished British track athlete in modern Olympic history. As an advisor to the league, Farah brings a dedication to global health and fitness that aligns seamlessly with the GRL’s mission.

Leading the league’s development is Marcel Muenster, a Johns Hopkins-trained medical doctor and entrepreneur in healthcare and sports. Muenster’s expertise and vision drive the GRL’s transformative approach to the sport.

For more information, please contact

