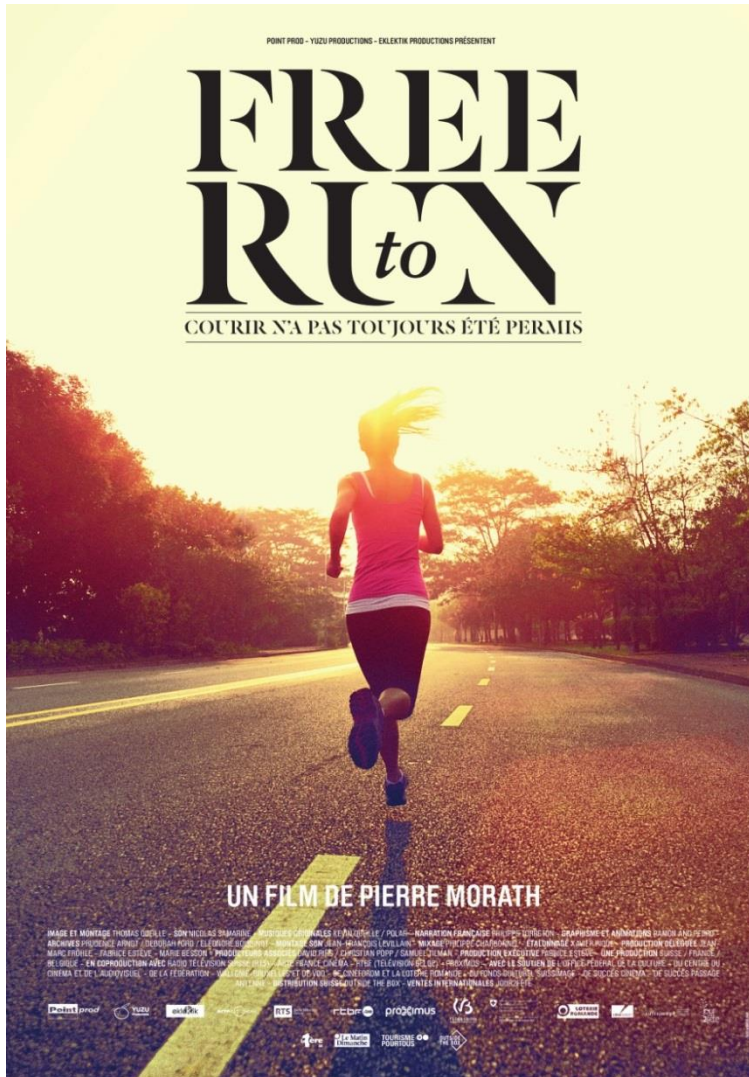


Swiss Movie Event at Franska Tisdagar / Franska Filmfestivalen March 22 at 18h30
Biografen Zita, Birger Jarlsgatan 37 Stockholm



Nowadays, millions of people run through the streets of New York, on the mountain trails of Switzerland, in Sydney, Beijing and Stockholm. Yet just 50 years ago, running was an exclusive all-male sport reserved for top athletes.

How did running become a passion of so many? Via the stories of pioneering figures like Steve Prefontaine, Fred Lebow and Kathrine Switzer, **FREE TO RUN** takes us on an amazing journey through five decades of the grassroots running movement.

Inspirational talk by **Roland-Philippe Kretzschmar**, RAWNESS/Raw Agency/Future Health Lab, renowned trend expert and media entrepreneur with roots in both Switzerland and Sweden. In his introduction to the film he briefly covers the latest trends in sports, running and active lifestyle and how they influence us. Mingle with refreshments from 18.00

This event is a collaboration between Franska Filmfestivalen, Raw Agency and the Embassy of Switzerland.

Further information and tickets:
<http://franskafilmfestivalen.se>
<http://bokazita.com/chap/bookforestall/>



RAWNESS



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Sweden