

Burj2Burj 2026 Confirms Its Place as Dubai's Iconic Half-Marathon



Dubai, United Arab Emirates Feb 6, 2026 ([Issuewire.com](https://www.issuewire.com)) - Burj2Burj, Dubai's iconic half-marathon, has today reinforced its position as one of the fastest-growing road races in the region, following a press conference held ahead of race weekend.

Now in its third edition, Burj2Burj 2026 officially sold out two weeks before race day, reflecting overwhelming demand from the local and international running community, seeing a 50% growth from the 2025 event. Interest has already extended beyond capacity with the [waitlist for Burj2Burj 2027](#) now open.

The press conference brought together senior officials from the Dubai Sports Council, representatives from global partner brands including ASICS, FOREX.com, JTC Group, WHOOP, and Corona Cero, members of the international media, Burj2Burj Ambassadors, and the event's elite field. Three of the top elite male and female athletes — Joshua Cheptegei (Uganda), Alphonce Simbu (Tanzania), Richard Ringer (Germany), and Irine Cheptai (KEN), Jackline Cheron (KEN), Alexandra Bell (GBR) — were in attendance, highlighting the calibre of competition set to take to Dubai's streets.

Since its launch, Burj2Burj has quickly become a defining fixture on the international road-running calendar, combining elite-level racing with mass participation and a route that showcases some of Dubai's most recognisable landmarks.

The organisers extended their sincere thanks to the Dubai Sports Council and government partners for

their integral role in the operational success of the event, underscoring the collaboration required to deliver a race of this scale safely and to international standards.

With strong community engagement, growing international interest, and continued support from public and private partners, Burj2Burj continues to cement its reputation as a benchmark half-marathon in the Middle East and beyond.

Burj2Burj 2026 is made possible with the valuable support of Dubai Sports Council, Asics, FOREX.com, JTC Group, WHOOP, La Roche-Posay, Seiko, Corona Cero, Maurten, Bliz, Dubai Department of Economy & Tourism, RTA, Dubai Police, and Dubai Municipality.

About [Burj2Burj](#)

Burj2Burj is Dubai's iconic half-marathon, taking runners on a point-to-point journey between two of the city's most recognisable landmarks. Launched in 2024, the event blends elite competition with mass participation, community engagement, and a celebration of movement through the city. Burj2Burj has rapidly established itself as one of the fastest-growing road races in the region, attracting runners, partners, and media from around the world.

About [World Iconic Events](#)

World Iconic Events is a Dubai-based event company dedicated to creating and delivering world-class sports experiences in iconic locations. With a focus on operational excellence, international marketing standards, and community-driven engagement, World Iconic Events develops events that connect global audiences with destination cities through sport, culture, and movement.

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