

MY DONATION PROJECT 2026

As part of my project **Via Alpina in 50 Days**, I'll be picking up litter that's been carelessly left behind in nature along the route. Beyond drawing attention to environmental pollution, I also want to highlight that "trash" can be a valuable resource—one that can be transformed into something beautiful again.

"What's truly valuable?"

We challenge our "throwaway mindset" and gain a fresh perspective on "trash" that goes beyond the usual definition—by creating the exact opposite of trash: jewelry! Materials like plastic caps, candy wrappers, plastic bottles, cans, and much more... get a second life and a whole new value.

In the **Objet Trouvé Workshop – Upcycled Jewelry**, participants create one-of-a-kind jewelry pieces and wearable objects from seemingly worthless "trash," guided by Regine Landauer. With creativity and a spirit of experimentation, you can jump right in—no extensive prior experience needed.

Proceeds from the finished jewelry pieces will support a social cause. Join the fundraising project and discover the fascinating world of sustainable jewelry!

After the project is complete, you'll find details, dates, and workshop registration on my website and social media channels.



CONTACT ME

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Jola Ketterer



Via Alpina in 50 Days



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My motto: "RUN YOUR DREAMS"

Hi, I'm Jola Ketterer, born and raised in Poland in 1969. I've been living in Pforzheim, Germany for over 30 years. I'm married, a mom of three, and as a passionate runner I turned my hobby into my profession.

As a self-employed running coach, I help people reach their running goals with passion and expertise—and discover the joy of running. Running has been a part of my life since I was 12:

First on the track, then in middle-distance road races, and since 2017 on trails and ultra-trails through the mountains.



MY 2026 PROJECT

VIA ALPINA (TRIEST – MONACO)

In summer 2026, I'm launching an extraordinary ultrarunning project along the Alps: the **Via Alpina Red from Trieste to Monaco**. Covering roughly 2,000 kilometers and around 120,000 meters of elevation gain, I will run the entire route in no more than 50 days. This project pairs elite athletic performance with a clear message: active environmental protection through movement. Along the way, I'll collect trash on the route—taking visible responsibility for nature.

I'm an experienced long-distance runner with more than 80,000 kilometers logged and hands-on experience in extreme running projects. My past challenges show how closely endurance, mental strength, and awareness are connected—and the kind of attention projects like this can generate. With this endeavor, I want to push athletic limits and make a statement for sustainability and a respectful approach to our environment.

The project offers an outstanding platform for visibility along one of Europe's most iconic Alpine routes—featuring authentic storytelling, regular updates, and a strong emotional connection through a multi-week live experience. Sponsors have the opportunity to become part of a credible, media-supported endurance project that powerfully brings together performance, nature, and responsibility.



MY ATHLETIC ACHIEVEMENTS:

- 7-time finisher of the Trans Alpine Run—Europe's toughest race—earning 3rd place three times (2018, 2022, and 2024)
- Lake Constance loop in 6 days (2022)
- Bella Italia: 14 marathons as mental preparation (2023)
- Terra Vertica Trails: 5 days, 110 km, 7,500 m elevation gain
- Over 100 road races across various distances
- Countless solo mountain runs through the Alps
- Participated in the Mallorca island loop (2024)
- From Los Angeles to New York in 100 days—5,100 km (2024)
- Across Poland in 19 days—1,000 km (2025)
- Trans Gran Canaria: 81 km, 4,800 m elevation gain—2026, my longest continuous distance to date; 1st place in my age group
- Trail Bor Ventura - Madeira (2026): 25 km, 4,800 m elevation gain, 3rd place (women)
- Sierra de Tramuntana mountains, Mallorca: 3 days, 165 km, 6,800 m elevation gain, March 2026

MY RUNNING PROJECT 2026: VIA ALPINA IN 50 DAYS



A huge thank-you to my sponsors
for supporting my run:

KRAMSKI PUTTER

