



FOR IMMEDIATE RELEASE

## **Philadelphia Office of the City Representative and Department of Parks and Recreation Partner to Execute Philadelphia Marathon Race Weekend 2016**

**PHILADELPHIA** (*April 29, 2016*) – Today, Philadelphia’s Office of the City Representative and Department of Parks and Recreation announced a formal partnership to produce the Philadelphia Marathon. As part of the partnership, changes will be made to Race Weekend, including moving the Half Marathon to Saturday, November 19, as well as modifying both the Half and Full Marathon courses to be even more runner-friendly, and increasing the prize money for the Full Marathon.

In the new collaboration, Jim Marino from Philadelphia Parks and Recreation will take on the role of Race Director and City Representative Sheila Hess will function as Executive Director. Parks and Recreation, which has successfully managed the Blue Cross Broad Street Run for over 35 years, will oversee all race operations and logistics, while the Office of the City Representative will continue to handle marketing and promotion, coordination of the charity program, production of the Health & Fitness Expo, as well as management of entertainment-focused parts of Race Weekend.

“After more than 20 years of successfully producing the Philadelphia Marathon, the Office of the City Representative is thrilled to be working with Philadelphia Parks and Recreation to elevate the race even further,” said Executive Director Sheila Hess. “Each year, the Philadelphia Marathon works to enhance the participant and spectator experience, and our new collaboration with Parks and Recreation will allow us to make this Race Weekend the best yet.”

Beginning with Race Weekend 2016, the Half Marathon, which has traditionally been held concurrently with the Full Marathon on Sunday, will be held on Saturday.

“Creating a rewarding experience for participants is our number one goal,” said Race Director Jim Marino. “I believe splitting the Half and Full Marathons between two days will greatly benefit both events in many ways. Half Marathon participants will be able to take on a challenging but scenic course on Saturday, and Full Marathoners will have the course all to themselves on Sunday as they strive to set their own personal records on our fast but historic course.”

For Race Weekend 2016, both the Half and Full Marathon courses will be updated to make them even more runner-focused. The most significant change on the Full Marathon course is the elimination of the “out-and-back” section of the race on the East Falls Bridge, which will allow faster times on more portions of the course.

The Half Marathon start will remain on the Benjamin Franklin Parkway and the race will continue down Arch Street, then head south on Front Street and return back to Center City via Chestnut Street. After returning up the Parkway, Half Marathoners will continue on Martin Luther King, Jr. Drive into the beautiful but challenging hills of West Fairmount Park, before crossing the Strawberry Mansion Bridge into East Fairmount Park for a short portion of the famous Boxers’ Trail. Participants will then travel back on Kelly Drive for a flat and fast finish at Eakins Oval in front of the Philadelphia Museum of Art.

“By splitting the Half and Full Marathons, race officials have proven that they are committed to creating the best possible experience for their participants,” said Ross Martinson, Elite Athlete Coordinator for the Philadelphia



Marathon and co-owner of Philadelphia Runner. “The Philadelphia Marathon has consistently made changes to improve their races based on runner feedback and these latest modifications will only help to grow the Marathon’s already stellar reputation within the running community.”

Highly-ranked as one of the nation’s top 10 marathons, the Philadelphia Marathon offers a memorable race for both participants and spectators on a scenic course that travels through the nation’s most historic city. The Philadelphia Marathon and Half Marathon will take participants past historic landmarks and through vibrant neighborhoods – starting and finishing along the iconic Benjamin Franklin Parkway. The Full Marathon, a USA Track & Field-sanctioned course and Boston-qualifier, also adds to Philadelphia’s status as a world-class sports city.

“The collaboration between these two experienced City departments will allow for a greater level of continuity and coordination as the Philadelphia Marathon evolves,” said Mayor Jim Kenney. “I look forward to seeing the race continue to develop as a premier athletic event in Philadelphia under the joint direction of the Office of the City Representative and Philadelphia Parks and Recreation.”

This year, the overall prize purse for the 2016 Full Marathon will more than double, awarding \$10,000 to first-place finishers, \$5,000 to second-place finishers, and \$2,500 to third-place finishers in both the male and female divisions.

### **Pricing and Fees**

Registration for the **Full Marathon (Sunday, November 20, 2016)** has been open since April 1 and pricing is currently \$115, increasing to \$125 on May 1.

Registration for the **Half Marathon, Rothman Institute 8K, and Kids Fun Run (Saturday, November 19, 2016)** opens Monday, May 2 at midnight (12 a.m. EDT).

#### **Half Marathon**

First 500	\$65
May 2 – May 15	\$95
May 16 – May 31	\$105
June 1 – June 30	\$120

*\*Prices after June 30 are subject to increase. Registration will remain open until November 1 or when the race reaches capacity.*

#### **Rothman Institute 8K**

May 2 – May 31	\$25
June 1 – June 30	\$30

*\*Prices after June 30 are subject to increase. Registration will remain open until November 1 or when the race reaches capacity.*

#### **Kids Fun Run**

May 2 – Nov. 19	\$15
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### **About the Philadelphia Marathon**

*The Philadelphia Marathon weekend, organized by the Office of the City Representative and Philadelphia Parks and Recreation, welcomes nearly 30,000 runners, 60,000 spectators, and 3,000 volunteers each year. Race Weekend 2016 features the Philadelphia Marathon on Sunday, November 20; the Half Marathon, Rothman Institute 8K and Kids Fun Run on Saturday, November 19; and a free two-day Health & Fitness Expo on Friday, November 18 and Saturday, November 19. Race participants pass many of Philadelphia's famous attractions on the swift and scenic USATF-certified course, which is a Boston qualifier. Take the first step to experiencing 26.2 miles of fun, beauty, history and excitement by registering at [philadelphiamarathon.com](http://philadelphiamarathon.com).*

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