

# Event Summary

The first Grand Rapids Marathon was held on Halloween 2004, with an overwhelming response from our local running community in participation, volunteering and spectator support.

Now, going into our 14<sup>th</sup> year, well over 6000 total participants will take part in our race weekend, including the Marathon, Half-Marathon, Marathon Relay, 5K and 10K. In addition, hundreds of kids (along with their parents) are expected for our Kids Marathon, held on Saturday of that same weekend.

It's a festival of fun with thousands of goal-oriented, healthy people joining in the celebration.

## **GROWTH!**

In addition, increasing numbers and impact of our event continues. From 930 runners in 2004, our 2016 numbers for the Marathon, Half-marathon, and Marathon Relay grew to nearly 4700. Add to this our "events surrounding the event"—our Kids Marathon, with nearly 700 kids involved, a volunteer corps of over 1000, the Run Thru The Rapids 5K & 10K, and a Health and Fitness Expo at the David D Hunting YMCA the day before the race—and our participation grows to over six thousand.

## **COMMUNITY PARTNERSHIP**

As our event progressed, visionary organizations in our community realized the benefit of partnering with us. So now, it's:

*Metro Health Grand Rapids Marathon*  
*Foster Swift Half Marathon*  
*Pepsi Zero Sugar Marathon Relay*  
*Helen DeVos Children's Hospital Grand Rapids Kids Marathon*  
*Priority Health Fitness Expo*

## **EXPOSURE**

Unlike shorter races and single-day events, the marathon is a year-round pursuit. Runners start planning and training for marathons months in advance. We keep in touch with them year-round. Every week, over twenty thousand runners are contacted via email newsletters, and receive valuable tips and inspiration, as well as information about our sponsors.