



GREATER BOSTON
CONVENTION & VISITORS BUREAU

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2015 Boston Marathon® Will Mean \$181.9 Million For Greater Boston Economy

BOSTON, April 14, 2015 - The 119th Boston Marathon® on Monday, April 20, 2015, and surrounding Marathon-related events including the John Hancock Sports & Fitness Expo and the B.A.A. 5K, will bring an estimated **\$181.9 million (USD)** in spending impact to the Greater Boston region, according to Greater Boston Convention & Visitors Bureau (GBCVB) President and CEO, Patrick Moscaritolo. Held annually on Patriots' Day, the Boston Marathon is the world's oldest consecutively run marathon and ranks as one of the world's most prestigious road racing events. The Boston Athletic Association (B.A.A.) has managed and organized the Boston Marathon since the event's inception in 1897.

This year, there will be more than **30,000** official participants in the Boston Marathon, including more than **5,400** participants from **86** countries outside the United States. In addition, more than **1,200** members of the media from more than **200** outlets are expected to cover the Boston Marathon, providing the Greater Boston region with unparalleled international exposure.

"After a very difficult winter for Boston's visitor economy we are all looking forward to this year's Boston Marathon and the remarkable spending impacts this historic event brings to our community," said Moscaritolo.

"The B.A.A. and Boston Marathon welcomes participants, spectators, and media members from around the world each April, nearly all of whom will patronize Greater Boston's shops, restaurants, hotels, and local businesses," said B.A.A. Executive Director Tom Grilk. "This year we look to build off of the great success that was the 2014 Boston Marathon, celebrating the spirit of Boston and unity of our community."

The 2014 Boston Marathon generated **\$176.8 million (USD)** and had a starting field of 32,458 athletes, second only to the Centennial Boston Marathon in 1996 (38,708).

The estimated \$181.9 million (USD) in spending impact will be generated from the following categories:

Total spending by 30,000 participants and their guests	\$101.8 million (USD)
Charity fundraising by Marathon participants	\$25.0 million (USD)
Total spending by spectators & visitors	\$30.0 million (USD)
Total sponsor and media-related spending	\$15.0 million (USD)
Total spending by the Boston Athletic Association	\$10.1 million (USD)

TOTAL \$181.9 million (USD)

For the 30th consecutive year, the principal sponsor of the Boston Marathon will be John Hancock Financial Services. John Hancock provided the first-ever prize purse for the Boston Marathon in 1986 and has provided over \$17.3 million (USD) in prize money for the event. This year's prize purse totals \$830,500 (USD), plus bonuses.

The John Hancock Sports & Fitness Expo will be located at the John B. Hynes Veterans Memorial Convention Center at 900 Boylston Street from Friday, April 17, through Sunday, April 19. This Expo is widely regarded as the running industry's premier expo for new products and services and will feature more than 200 exhibitors and attract more than 100,000 attendees in 2015. Boston Marathon participants must claim their bib numbers for this year's race at the Expo.

Also among 2015 Marathon-related events is the B.A.A. 5K on Saturday, April 18, two days prior to the Boston Marathon. This year's B.A.A. 5K has an event record field size limit of 10,000 entrants. The 3.1-mile course starts and finishes at historic Boston Common and takes participants across the Boston Marathon finish line. More than 600 participants from outside of the United States will participate in the event.

About the Boston Athletic Association (B.A.A.)

Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running. The B.A.A.'s Boston Marathon is the world's oldest annual marathon, and the organization manages other local events and supports comprehensive charity, youth, and year-round running programs. Since 1986, the principal sponsor of the Boston Marathon has been John Hancock Financial. The Boston Marathon is part of the Abbott World Marathon Majors, along with the international marathons in Tokyo, London, Berlin, Chicago, and New York City. More than 60,000 runners will participate in B.A.A. events in 2015. The 119th Boston Marathon will be held on Monday, April 20, 2015. For more information on the B.A.A., please visit www.baa.org.

MEDIA: For further information, please contact media@baa.org.

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