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2016 Boston Marathon® Will Mean \$188.8 Million For Greater Boston Economy

BOSTON, April 7, 2016 - The 120th Boston Marathon® on Monday, April 18, 2016, and surrounding Marathon-related events including the John Hancock Sports & Fitness Expo and the B.A.A. 5K, will bring an estimated **\$188.8 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 just over **30,000** official participants in the Boston Marathon, including more than **6,400** runners from **98** 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.

"All of us in the Boston area visitor industry look forward each year to the Boston Marathon and the remarkable spending impacts this historic event brings to our community," said Moscaritolo. "The Boston Marathon is our region's largest, most beloved and most significant special event, and traditionally it marks the start of our region's tourist season."

"We at the Boston Athletic Association are very excited to welcome participants, spectators, and media members from around the globe for the 120th running of the Boston Marathon," said Tom Grilk, Executive Director of the B.A.A. "The Boston Marathon represents far more than a 26.2-mile footrace: It is an event that celebrates the spirit of athleticism, all the while helping unite the local community. Nearly all of those involved in the Boston Marathon will patronize Greater Boston restaurants, hotels, shops, and other local businesses over the course of Boston Marathon week."

The 2015 Boston Marathon generated \$181.9 million (USD) and had an entry field of 30,251 athletes.

The estimated \$188.8 million (USD) in spending impact will be generated from the following categories:

Total spending by more than 30,000 runners and their guests for Marathon and Marathon related events	\$103.3 million (USD)
Charity fundraising by Marathon participants	\$28.0 million (USD)
Total spending by spectators & visitors at Marathon and Marathon related events	\$30.8 million (USD)
Total sponsor and media-related spending	\$15.2 million (USD)
Total spending by the Boston Athletic Association	\$11.5 million (USD)

TOTAL \$188.8 million (USD)

For the 31st consecutive year, the principal sponsor of the Boston Marathon will be John Hancock Financial. John Hancock Financial provided the first-ever prize purse for the Boston Marathon in 1986 and has provided over \$18.1 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 15, through Sunday, April 17. This Expo is widely regarded as the running industry's premier expo for new products and services and will feature more than 150 exhibitors and is estimated to attract more than 100,000 attendees in 2016. Boston Marathon participants must claim their bib numbers for this year's race at the John Hancock Sports & Fitness Expo.

Also among 2016 Marathon-related events is the B.A.A. 5K on Saturday, April 16, 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 international marathons in Tokyo, London, Berlin, Chicago, and New York City. More than 60,000 runners will participate in B.A.A. events in 2016. The 120th Boston Marathon will be held on Monday, April 18, 2016. 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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