



Carmel Marathon Sprinting to Top of the Class

When Todd Oliver met with Carmel Mayor James Brainard in 2010, to propose an event that Oliver knew would cause street closures and congestion, he got the green light despite the challenges. Why? The Carmel Marathon was going to be more than just another weekend race; it would become part of Hamilton County's economic development arsenal attracting out-of-towners, who'd do more than race through city streets.

[The Carmel Marathon](#) - April 12 is billed as a "not-to-be-missed" event where the course is fast, and there's lots to see and do throughout the weekend. In addition to the marathon, there's a half marathon, an 8K, Marathon Relay and already sold-out Expo. The event quickly gained traction. Every hotel block is filled, and lots of runners want early arrivals on Thursday and late departures on Tuesday to spend more time in the area.

Runners World magazine named the marathon the featured run for April, and it's become the 132nd largest marathon in the U.S. Oliver, Carmel Marathon's Race Director, is hopeful the race will break the top 100 by 2016, maybe sooner. Not bad for a newcomer to an increasingly crowded field - there are more than 1,000 marathons annually across the country.

Oliver credits the races popularity to several factors, including the course itself, which begins and ends at the Carmel City Center, and winds through streets of downtown Carmel, where runners are greeted to live music at various locations.

"It's another example of how high-caliber sports events can help people discover Hamilton County," said William Knox, director of Hamilton County Sports Authority. "People are traveling to Hamilton County from Montreal, Germany, Japan and throughout the country for this event, and we're finding they want to extend their time here." Knox said.

Nearly 20 percent of race participants will be here from Illinois, Ohio and Tennessee.