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## **2017 Boston Marathon® Will Mean \$192.2 Million For Greater Boston Economy**

BOSTON (March 23, 2017) - The 121<sup>st</sup> Boston Marathon on Monday, April 17, 2017, and surrounding Marathon-related events including the John Hancock Sports & Fitness Expo and the B.A.A. 5K, will bring an estimated \$192.2 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 30,000 official participants in the Boston Marathon, including more than 6,200 runners traveling from 94 countries outside the United States. In addition, 1,000 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.

"The Boston Marathon and its related events provide an extraordinary kick start for our visitor season," Bureau President and CEO Pat Moscaritolo explained. "The Boston Marathon is the premier and most beloved event in our city, and region and our community looks forward each year to welcoming runners and media from around the world."

"The Boston Athletic Association is delighted to welcome participants, spectators, and media members from around the world to Boston for the 121<sup>st</sup> running of the Boston Marathon," said Tom Grilk, Chief Executive Officer of the B.A.A. "Each year the Boston Marathon brings people from all backgrounds together, uniting to celebrate athletic excellence and the spirit of competition. Nearly everyone involved in the events of the week – from 40,000 athletes in the Boston Marathon and B.A.A. 5K, to the hundreds of thousands of spectators that line the course, and more than 9,500 volunteers – will patronize local businesses throughout Greater Boston."

The 2016 Boston Marathon generated \$188.8 million (USD) and had an entry field of 30,816 athletes.

The estimated \$192.2 million (USD) in spending impact will be generated from the following categories:

Total spending by more than 30,000 runners and their guests at Marathon and Marathon related events	\$104.6m (USD)
Charity fundraising by Marathon participants	\$30.0m (USD)
Total spending by spectators & visitors at Marathon and Marathon related events	\$31.4m (USD)
Total sponsor and media-related spending	\$15.2m (USD)
Total spending by the Boston Athletic Association	\$11.0m (USD)

**TOTAL \$192.2 m (USD)**

For the 32<sup>nd</sup> consecutive year, the principal sponsor of the Boston Marathon is John Hancock Financial. John Hancock Financial provided the first-ever prize purse for the Boston Marathon in 1986 and has provided over \$19 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 14, through Sunday, April 16. This Expo is widely regarded as the running industry's premier expo for new products and services, features more than 150 exhibitors, and is estimated to attract more than 100,000 attendees. Boston Marathon participants must claim their bib numbers for this year's race at the John Hancock Sports & Fitness Expo.

Also among 2017 Marathon-related events is the B.A.A. 5K on Saturday, April 15, two days prior to the Boston Marathon. This year's B.A.A. 5K will be run on One Boston Day, a day that celebrates the resiliency, generosity, and strength demonstrated by the people of Boston in response to the tragedy of April 15, 2013. The B.A.A. 5K will feature 10,000 entrants, including 1,132 international participants, and registration concluded in January. The 3.1-mile course starts and finishes at historic Boston Common and takes participants across the Boston Marathon finish line. On the evening of April 15, *BOSTON*, the first feature-

length documentary to chronicle the history of the Boston Marathon, will have its World Premiere at the Boch Center Wang Theatre. Four days later, the film will be shown nationwide in 450 theatres.

#### **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 2017. The 121<sup>st</sup> Boston Marathon will be held on Monday, April 17, 2017. For more information on the B.A.A., please visit [www.baa.org](http://www.baa.org).

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