

# ATHENS MARATHON. THE AUTHENTIC 2017

## 12 NOVEMBER 2017

**35th Athens Marathon is ready to break a double record with more than 51.000 runners**



For the last 35 years, the Hellenic Athletics Federation (SEGAS) organizes **yearly in the beginning of November**, the international “Athens Marathon. The Authentic” event; a **popular mass sport and tourist event**, in which thousands of runners from Greece and abroad participate. The “Athens Marathon.

The “Athens Marathon. The Authentic” (AMA) is a unique event, **held on the original, historical, Olympic Marathon course**. The originality of this race, the opportunity a runner has to run the course that was originally run by the ancient Athenian soldier and message bearer and then, by Spyros Louis & Spyros Vasilakos, the first Olympic Champions in the Marathon event in 1896, attracts more and more runners and simple citizens every year from Greece and all over the world.

AMA is widely recognized by other international marathon races around the world, IAAF (International Amateur Athletics Federation), AIMS (Association of International Marathons and Distance Races) and is strongly supported by the Greek State

In addition to the above, since 2007, **AIMS, IAAF and Marathon Town agreed on the annual organization of an international “AIMS Marathon Symposium”** in the Town of Marathon, to be held on the eve of the Athens Classic Marathon race, with the support of the Greek National Tourism Organization, the Attica Region and the Athens International Airport. In 2017, **the “11th AIMS Marathon Symposium” will be held, on 11 November 2017, under the title: “Developing your race through the development of the running market in your region”**.

Within this framework and given the exceptional value that derives from the authenticity of the course, SEGAS is also organizing the following events during the 4-day weekend of AMA:

- **The Authentic Marathon Opening Ceremony which is hosted in the archaeological site of the Marathon Tomb**, giving to the Greek and foreigner spectators the opportunity to realise the unique and historic perspective of this important event. This year's Ceremony will take place on 11 November 2017, at noon.

- **The Lighting of the Marathon Flame**, established in 2007, as part of AMA Opening Ceremony, with the support of the Greek National Tourism Organization. The Marathon Flame is offered to other international Marathon races. The Flame has already been hosted the last 8 years in Boston, Chicago, Toronto, Ecuador, Shanghai, Xiamen, Mumbai, Belgrade, Genoa, Prague, Omsk (Siberia), Vienna, Maritzburg (South Africa), Antarctica Marathon and Mexico City. The Lighting of the Marathon Flame takes place during AMA Opening Ceremony.
- **The AIMS Best Marathon Runner (BMR) Awards Gala** (since 2013), sponsored by the Attica Region, the Greek National Tourism Organization and the Athens International Airport, an annual international event which intends to recognize the best marathon elite runners from around the world, as well as the marathon races with the best practises in the social and environmental friendly level. This year's Gala will take place on 10 November 2017, in the evening, at the Athens Concert Hall (Megaro Mousikis).
- **The «ERGO Marathon EXPO»** (since 2010), a large exhibition on Sport and Tourist products and services, which is organized parallel to the AMA Registration Center, three days before the Marathon race. The Marathon EXPO, co-organized with Attica Region, is a place of leisure and entertainment, as well as an opportunity for other manifestations as well. The EXPO is open to the public, and its visitors exceed the number 60,000. This year's EXPO will take place from 09 to 11 November 2017, at Faliro.

For the promotion of AMA, SEGAS is using all contemporary methods of promotion and since 2007 has steady **presence in other international Marathon races in all continents**, in cooperation with the Greek National Tourism Organization. Through this program, AMA was present, over the last 10 years, in Marathon races conducted in several other major cities such as Boston, Washington, Helsinki, Berlin, Rome, Paris, London, Prague, Vienna, Valencia, Barcelona, Stockholm, Tokyo and Shanghai. Also, **as far as Media concerns**, AMA is covered by all media in national level, while internationally networks like CNN, BBC and Euronews adequately promote AMA. **In 2016, the number of media persons accredited for the AMA was more than 300.**

Finally, SEGAS has also developed for the AMA a volunteers program which annually **attracts more than 3.500 volunteers** and an environmental friendly program for the **collection and recycling of thousands of plastic bottles, clothing and sport shoes**, while at the same time is giving the chance to the runner to **buy back the pollution produced for the race, investing this money for renewable energy sources.**

For all the above reasons, AMA is ready to break a double record during its 35th edition, on 12 November 2017, with more than **51.000 runners** ready to cross the finish line, and more than 50.000 spectators to take a seat in the marble Panathenaic Stadium in order to applaud the effort of the ones attempting to overcome themselves. Actually the **number of spectators along the course and at the finish line will be more than 150.000.**