



Media Contact:

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2016 MEDIA INFORMATION

Thank you for your interest in the Portland Marathon.

Start Area Access (5:30 a.m. – 7:30 a.m.)

Media vehicles need to park on SW Main St. above SW 4th Ave. Go down Salmon St. toward the river, then turn Right on SW 5th, and Left on Main (would be going against traffic, but the street is closed).

Finish Area Access (8:00 a.m. – Afternoon)

Media vehicles park on SW Salmon St. above SW 4th Ave.

PORTLAND MARATHON FACTS

WHAT & WHEN: Portland Marathon – 45th Presentation
Portland Marathon Half – 7th Presentation

Sunday, October 9 – Both events begin at 7:00 AM with “wave starts” (3 minutes apart) on SW 4th & SW Taylor

Portland Marathon Kids Fun Run & Festival beginning at 8 AM and going until 11 AM Saturday, October 8 - At the Lincoln High School track and field. Enter on SW 16th and SW Jefferson.

Event Directors Conference on Thursday, October 6 through Saturday, October 8, from 9 AM to 4 PM at the Hilton Portland – 23rd Floor - 921 SW 6th Avenue

Sports & Fitness Expo on Friday, October 7, from 11 AM to 8 PM and Saturday, October 8, from 9 AM to 7 PM at the Hilton Portland – Ballroom and Exhibit Hall - 921 SW 6th Avenue

COURSE: The Portland Marathon is the standard marathon distance – 26.2 miles and the Portland Marathon Half is the standard half distance of 13.1 miles. The course is USAT&F sanctioned and certified. It is also certified for Boston Marathon qualification. The course traces a route that embraces the many faces of this beautiful and friendly

city. It includes the scenic riverfront, historic Old Town and various residential neighborhoods.

PARTICIPANTS: An anticipated 7,000 marathoners and 3,000 half marathoners will finish this year's events. An estimated 200 kids will participate in the Kids Fun Run & Festival, between 12,000 and 15,000 individuals will pass through the Sports & Fitness Expo, and 75 event directors will converge at the Event Directors Conference.

PARTICIPANT FACTS:

- 53% women in the marathon and 70% women in the half
- One third of half marathoners are charity participants
- 71% of participants are from out-of-town who travel and stay in the Portland area an average of 2.5 days
- All 50 states are represented and 29 countries
- Top states are: OR, WA, CA, TX, CO, Idaho, Ill., NY

WHAT'S NEW:

- 10 Ultra marathoners will be taking turns doing announcing for the event (we announce nearly all the names of our finishers)
- This year, participants of the half and full receive: A rose, a tree seedling, a poster, a pre-event magazine, a finisher shirt, a finisher medal, an event coin, a pendant (miniature of the medal), and a finisher cover up (in lieu of the standard heat sheet)

OTHER FACTS:

- The Portland Marathon generates an estimated economic impact of \$10 to \$15 million
- An estimated \$250,000 in hotel taxes are generated by the event, which pays the cost to the City and County for the event
- All the money from the event stays in Portland including registration fees, purchase of shirts, runners bibs, trophies and all things rented or purchased for the production of the event
- The Portland Marathon events is the largest 3-day convention in Portland for the last 10 years
- The Portland Marathon has the most entertainment of any marathon in North America with 85 entertainment groups on the course
- 4,000 volunteers

CHARITIES:

- The Portland Marathon is a 501(c)3 non-profit
- The Portland Marathon gives back more than \$300,000 to local nonprofits, service clubs, school activity groups, school athletic teams and more, including:

A.C. E. International
A.S.O. International
Adopt A Minefield
Aloha HS Leadership
Beaverton Blaze Girls
Softball
Beta Sigma Phi-Eta
Theta
Blue Back Submarine
Council, US Navy League
Boy Scout Troops
Bridlemile Soccer Club
Burlingame Medical Int'l
Centennial HS Cross
Country
Central HS Cross-
Country Team
Central Catholic HS
Cross
Charity Bolivia
Clackamas County Dog
4H Club
Clackamas HS Cavalier
Cheer
Clackamas HS Wrestling
Team
Clackamas HS Cross
Country
Clackamas Women's
Services
Cleveland HS Cross
Country
Cleveland HS Wrestling
Team
Centennial High School
Girls Cross Country
Team

Club 185 Striders
Columbia County Relay
For Life- Educators For
Life Team
Columbia River HS Band
Corrado Hall at U.O.P.
Creston School PTA
Explorer Post #58
Families Supporting
Independence Inc
Forest Grove HS Cross
Country
Forest Grove HS Grad
Night
Forest Grove Youth
Basketball
Forest Park
Conservatory
Franklin HS Cross
Country Teams
Franklin HS Girls Cross
Country
Fulton Community
Center
Families Supporting
Independence (FSI)
Gateway Kiwanis
Girl Scout Troops
"Girls On The Go"
Gladstone Jr Baseball
Assn
Gladstone HS Swim
Team
Glencoe HS Cross
Country Team
Glencoe HS Lacrosse
Team

Global Citizen Corps
Grant HS Cross Country
Team
Greyhound Pets of
America
Gym Nest All Star
Cheerleading
Gym Nest Parents Club
Happy Valley Middle
School
Horizon Christian HS
Hawks
Lincoln HS Cross
Country Team
Madison HS Key Club
McNary HS
Cheerleaders
Metro Gymnastic Girls
Booster
MAC Swim Team
Mountain View HS Key
Club
Mountain View Speed
Skating
Miniature Schnauzer
Rescue Inc.
Multnomah Athletic
Foundation
Oaks Skating Club
Oregon City HS Girls
Soccer
Oregon City HS Grad
Party
Open Meadows School
Oregon Silver Bullets
Oregon Sports Authority
Foundation

P:ear, Inc.
Portland Adventist HS
Academy
Portland Hoop Kings
Portland Oregon Horse
Patrol
Portland Shockwave,
LLC.
Portland Waldorf School
Prairie HS Nat. Honor
Society
Reynolds HS Water Polo
& Swim
Rex Putnam HS Senior
Party
Ridgefield HS Concert
Chior
Ross Island Early Risers
Kiwanis
Rose City Rowing
Run It Back Sports
Russellville Kiwanis
Sherwood Rotary Club
Scappoose HS Grad
Party
Southridge HS JV
Cheerleaders
Southridge HS Band
Southridge HS Boosters
Spring Creek 4H Club
Springers
Supportive Parents of
Tigard Students "SPOTS"
St. Mary Academy HS

Sprague HS
Cheerleaders
Spring Creek Springers
4- H
Sunset HS Grad Party
Three Rivers Charter
School
Theft Talk Counseling
Service
The Greater Portland
Area Costumers Guild
The National Charity
League Blue Heron
Chapter
Tigard Community
Action
Tigard HS Dance Team
Tigard HS Band Booster
Club
Tigard HS Cross Country
Team
Tigard HS Thespians
TSA Tourette Syndrome
Assn, WA & OR
Chapters
Tualatin HS Dance Team
Tualatin Hills United
Soccer Club/U14
Sodium
Tualatin Presbyterian
Church Youth Group
Unite People
University of Oregon
Alumni Association
US Army Reserve

Venture Crew 432 of
Lake Oswego
Volunteer Ministry
Corp- Scientology
Warner Pacific College
Women's Soccer Team
Washington Soccer
Academy- Reliance
Washougal HS Grad
Night
West Linn HS Girls &
Boys Cross-Country
Team
West Linn HS Soccer
Team
West Linn HS
Snowboarder Team
West Linn HS
Symphonic Band
Washougal HS 2008
Grad Party
West Sylvan Middle
School Cross Country
Team
Westview HS Key Club
Westview HS Soccer
Team
Wilson HS Drag Boats
Wilsonville HS Non-
Alcoholic Grad Party
WSA Xplosion Girls
Soccer Team
XI Alpha Pi International
Sorority Group
Zeta Chi Sorority

PHOTOGRAPHY/VIDEO – TOP VIEWING OPPORTUNITIES

Portland Marathon, Sunday, October 9, 2016

- Starting Area – angles from on street and announcers stage
 - Participants warming up, stretching, etc.
 - Military Color Guard at front, everyone sings the National Anthem together around 6:55 a.m. a real sight!
- Finish Line
- Best scenic views
 - East on NW Couch to SW Naito Parkway (Front Ave.)
 - South on SW Naito Parkway to SW Harrison (mile 1 to approx. mile 3)
 - Toward the finish area on the last mile of the marathon, along NW Broadway to Couch, left (east) to SW Naito, right (south) to Salmon at mile 26
 - Between mile 19 and 20 on Willamette Blvd. I-5 North, take the Lombard West exit, follow until Olin Ave. or Portsmouth Ave. Take a left on either of the two until Willamette Blvd.
 - Between mile 21 and 22 on Willamette Blvd. I-5 North to Rosa Parks Way, Exit 304. Turn left at end of exit and follow Rosa Parks to Willamette. Willamette will be closed off. Park on adjacent side streets such as N. Curtis, N. Knowles or N. Villard, and walk to Willamette Blvd.

Other Events:

- Friday, October 7, 2016
 - **Event Directors College** – Around 100 participants, event directors and panelists discussing event topics as well as meeting with various vendors who have their products & services on display (23rd Floor Hilton Hotel)
 - **Sports & Fitness Expo** – Lots of activity & color, vendor booths, merchandise, runners checking in, and interview opportunities! (Hilton Hotel Ballroom)
- Saturday, October 8, 2016
 - **Kids Fun Run & Festival** – The Portland Marathon Kids' Fun Run & Festival is dedicated to our community of active youth, ages 2-12. The festival will be fun-filled and includes 4 runs, inflatable obstacle courses, field games, face painting, and more! (Lincoln High School Track)
 - **Half Marathon Health & Fitness Expo** – Lots of activity & color, vendor booths, merchandise, runners checking in, and interview opportunities
 - **Prep work** in the start/finish area

Media Do's and Don'ts

It is our policy that no media or non-medical volunteers should be allowed to enter the Medical Tent(s) without approval by the Medical Director nor allowed inside secure areas during crisis situations.

DO be polite in all of your dealings our runners, volunteers, and spectators.

DO be prepared to give your name, the name of the media organization you work for, and the nature of your inquiry.

DO ask the reporter or photographer to wait for a representative from The Event staff or, if safety is an issue, escort the reporter or photographer to another pre-determined waiting area. If necessary, station a guard to prevent media representatives from wandering near the medical area.