

2017 START



Beirut
MARATHON
Association



ANNUAL
REPORT

2017

DEAR FRIENDS AND RUNNERS,

Allow me to thank the entire Lebanese running community for another amazing year of helping us move and unite people through running. We celebrated our 15-year anniversary with great achievements that wouldn't have been possible without our supporters, friends, runners, coordinators, volunteers, partners, staff and all the board of trustees.

AN EVENTFUL YEAR

This past year was a busy one for the Beirut Marathon. Three major races took place, all while organizing smaller regional races in Lebanon, as well as leading a successful community and training programs throughout the year.

BANKMED YOUTH RACE

On April 2, 2017 the youth of Lebanon ran for a very important cause, the Lebanese Armed Forces. Registration was free of charge to give all our future heroes the chance to be part of this humanitarian and healthy event.

Dbayeh streets greeted the early morning risers who filled the gathering area and enjoyed a full line up of entertainment on stage. A staggering number of 7,079 registered to run the races and new records were held.

SARADAR BANK WOMEN'S RACE

May 21, 2017 was a memorable day for the women of Lebanon, the arab world and everyone who took part in the 4th edition of Saradar Bank Women's Race. Women from all walks of life, all ages, and all backgrounds participated in this race that is designed specifically for them. This event would not have been such a success without everyone's exceptional support.

More than one thousand women took to the streets of Jounieh, supported by men and children who stood on the sidewalks and cheered for their moms, their wives, their loved ones, their best friends, and their sisters. The course was flat, festive, and loved by all the runners who enjoyed every kilometer crossed.

BLOM BANK BEIRUT MARATHON

15 years ago, the word marathon did not exist in Lebanon. Today, the word "marathon" has many meanings in our beloved country. On November 12, 2017 the word defined breaking records, personal achievements, and running for causes. The event has grown to become THE biggest national event of the year, one that unites all the Lebanese under the banner of peace and sports.

CAUSES TO RUN FOR

We have been encouraging participants to dedicate their run to causes they believe in. With 183 partnered NGOs, an overwhelming number of 25,688 registered through charities on November 12, 2017. By running for a cause, 25% of the registration fee goes straight to support the NGOs work. For last year's BLOM BANK Beirut Marathon, a total amount of \$154,787 was raised by the partnered NGOs through registration fees alone.

APM (ASIAN PREMIER MARATHONS)

Asian Premier Marathons, a new marathon league jointly established by Infront China, Beijing Marathon, Beirut Marathon and Seoul Marathon, under the leadership of the Asian Athletics Association.

This league was launched in July 2017, and we, at the Beirut Marathon, are very honored to be part of it, as it will help us push our mission forward and drive Lebanese Elite runners to compete at a Pan Asian Level.

APM's hope is to focus on the mass participation market in sports and to further boost the development of marathons in China and across Asia.

PROGRAMS

In its 4th edition, Beirut Marathon's **542 training program** witnessed its most prominent year yet. With the support of BLOM BANK, volunteer coaches dedicated their time to train hopeful runners, and managed to inspire 158 runners to complete the full marathon on November 12. Following the 542 path, we introduced a similar training program -510- to help women train for the 10 KM over a span of 5 weeks. The first grass root edition assisted 32 women to reach their goals of completing the running distance.

The Beirut Marathon **Ability Program**, with the support of TEC Interior Design, expanded to reach Tripoli and increased the number of professional hand-cyclists to a total of 22. Para-athletes trained vigorously to participate in many regional events while preparing for the Beirut Marathon.

All that we do is only possible with the extraordinary support of our volunteer coaches who train our champions twice a week with conditioning exercises.

With the running culture continuing to be on a constant rise, the spirit of giving was manifested in the "Donate Your Running Shoes" (DYRS) program. A generous number of shoes were donated through numerous outlets around Lebanon. Also, out of conviction that running is for all, "Adopt a Team" program managed to cover the cost of transportation, breakfast, participation and lunch to 1,495 children from all corners of the country.





BEIRUT MARATHON AND THE WORLD

In an effort to grow the running community and to bring people together through the sport of running, the Beirut Marathon initiated Memorandums of Understanding with regional and international marathons.

The partnership agreements entitle participating entities to promote their respective marathons, and it allows for exchange of logistics expertise in organizing road-running events.

The Beirut Marathon signed MOUs with Limassol Marathon, Cairo Runners, Serbia Running Association, Comar Marathon, and Cardiff Metropolitan University. We are looking at potential partnerships with Maratona di Roma, Bosnia, and Croatia.

BEIRUT MARATHON TEAM

The contagious energy of the Beirut Marathon team never fails to entice commitment, passion, and inspiration in any project we lead. I couldn't be prouder to be surrounded by professionals who are leading by example.

15 YEARS AND MORE

Here's to many more years of moving the community through the power of running. We are thankful for everything we have achieved, and, with your support, we promise you a great 2018 filled with running, health, love, and, most of all, peace.

BECAUSE PEACEMAKING IS NOT A SPRINT, IT IS MORE OF A MARATHON

May El Khalil
President

Beirut Marathon Association

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KEY ACTIVITIES 2017 CALENDAR



FEB. 21

Bankmed Youth Race Launching Ceremony



APR. 02

Bankmed Youth Race (Race Day)



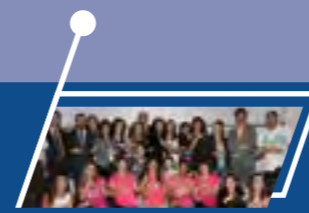
APR. 12

Saradar Bank Women's Race Launching Ceremony



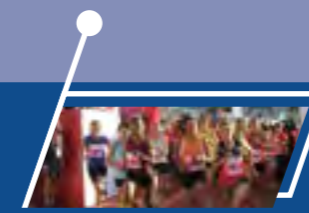
APR. 25

Romero Britto 3D Run Structure Installation and Painting



MAY. 20

Saradar Bank Women's Race International Elite Athletes Press Conference



MAY. 21

Saradar Bank Women's Race (Race Day)



JUN. 28

542 Training Program Launching Ceremony



AUG. 22

BLOM BANK BEIRUT MARATHON Launching Ceremony



OCT. 03

Ability Program Launching Ceremony



NOV. 08

TRANSMED Marathon Village Opening Ceremony



NOV. 10

- BLOM BANK BEIRUT MARATHON Elite Athletes Press Conference
- BLOM BANK BEIRUT MARATHON Flag Ceremony



NOV. 11

- Visit to His Excellency The President Michel Aoun
- BLOM BANK BEIRUT MARATHON Pasta Party



NOV. 12

- BLOM BANK BEIRUT MARATHON Race Day
- BLOM BANK BEIRUT MARATHON Awards Ceremony (Category Winners)



NOV. 28

BLOM BANK BEIRUT MARATHON Thank You Ceremony





OVERVIEW 2017



15 YEARS IN REVIEW

2017 marked the 15th edition of the Beirut Marathon. What started with 6,000 runners grew to encompass more than 47,800 participants challenging themselves, championing causes, bettering their best, inhaling intentions and exhaling expectations.

Life is a marathon, we live in a country where ordinary does not exist, but on this one November day, we prove to the world that we're all in this together. For years, people have taken part in this event that has succeeded to bring everyone together under the umbrella of peace. To move and unite people through running is our mission at the Beirut Marathon and this is what drives us to organize races and develop sustainable programs that contribute to a healthy lifestyle and well-being.

The 2017 Marathon Course has changed to be the fastest & flattest one yet, where all event records were broken on Nov 12, 2017.

2017 also marked a great milestone for the Beirut Marathon Association, where we have joined in founding the **ASIAN PREMIER LEAGUE** - the 1st continental marathon league in the world.

The 1st event in the 2018-2019 season will start in 2018 in Beirut during the BLOM BANK BEIRUT MARATHON and will attract a wide range of Asian Athletes that will compete to cross the finish line.

Here is to everyone who makes the marathon happen from Runners, Volunteers, NGOs, Media, Internationals, Cheerers, Officials, Partners Supporters, the Beirut Marathon team and our new Asian Premier Marathon family!

TO ANOTHER 15 YEARS AND MORE!



As the first ever continental marathon event league in the world, Asian Premier Marathons (APM) is jointly established by Beijing Marathon, Beirut Marathon, Seoul Marathon and Infront China under the leadership of Asian Athletics Association (AAA). The new league aims to raise the competition level and international appeal of marathon events in Asia as well as attract more high-level Asian athletes to participate in top-tier APM events.

As the inaugural season of APM series, Season 2017 - 2018 will start with Beijing Marathon 2017 on 17 September, followed by Beirut Marathon 2017 and Seoul Marathon 2018, and finish with Beijing Marathon 2018. Top 3 men's and women's Asian runners (6 in total) will share the USD 500,000 prize. Moreover, APM member events will jointly set a ranking and awarding system for all Asian runners.





From its remarkable and relatively humble beginning in 2003, when 6,000 runners joined to run the streets, this year the 2017 BLOM BANK BEIRUT MARTAHON attracted more than 47,859 peace runners representing nearly 104 nationalities.

2003	6,000
2004	12,000
2005	17,000
2006	22,000
2007	26,000
2008	29,000
2009	30,000
2010	28,072
2011	31,136
2012	33,500
2013	36,000
2014	37,153
2015	37,811
2016	47,518
2017	47,859

THE BLOM BANK BEIRUT MARATHON BOASTS EXCELLENT ORGANIZATION, AMAZING CROWDS, AND SAFE COURSES.



BEIRUT MARATHON ASSOCIATION MUSEUM

For our 15th year anniversary, we went the extra mile and went back in time to re-live each moment since the day the Beirut Marathon Association came to life. We collected BIB Numbers, T-shirts, Medals & gathered them in a modern setup to showcase each year's kit. Our runners re-lived their first marathon, experience, moments of glory and were able to go down memory lane & enjoy their win one more time.



2017

This year is about celebrating the people behind the success of "15 Years of Running". This milestone is a turning point in the life of the Beirut Marathon as it makes its mark internationally in the world of athletics. We are celebrating 15 years of Peace, Love, and Running.



2017

BEIRUT MARATHON KEY HIGHLIGHTS	
26	4,400
550	10,000
15%	393,000
25%	20%
\$1.3 MILLION	104
02-11-04	Top 4
100% SALES	100%

2015

2014

2013

22770

IAAF Road Race 2017

ROMERO BRITTO, DORI HITTI & BEIRUT MARATHON ASSOCIATION

In celebration of the Beirut Marathon 15 years anniversary, a collaboration with international artist Romero Britto and renowned Lebanese architect Dori Hitti resulted in an artistic "RUN" structure on the streets of Beirut.

The relationship between Britto and the Beirut Marathon goes back to 2014 when President May El Khalil visited the artist studio during a marathon-related trip to Miami with Board Member Thomas Abraham. Britto expressed his utmost respect towards the Beirut Marathon and the values it stands for. Britto's colorful work inspired the peace and love symbols found in the word RUN introduced by the Beirut Marathon on that same year.



The 5 meters structure was painted live by Romero Britto with the help of talented Lebanese artists. It will forever remain on the streets of the city that welcomes runners from all over the world. The artistic structure was listed in the annual Beirut Art Fair and was placed at a strategic location in Downtown Beirut.

This piece of art marked a new milestone for the association. The runners of Lebanon and the world are its heroes. They infuse goodness and positivity. They are the #PEACERUNNERS OF THE WORLD.

This tribute will be seen by generations to come, and will hopefully keep inspiring the community to run more and celebrate the joys of life through a healthy, simple sport that has a lot to give back.



**PEACE AND LOVE ARE
FOUND IN THE RUN!**



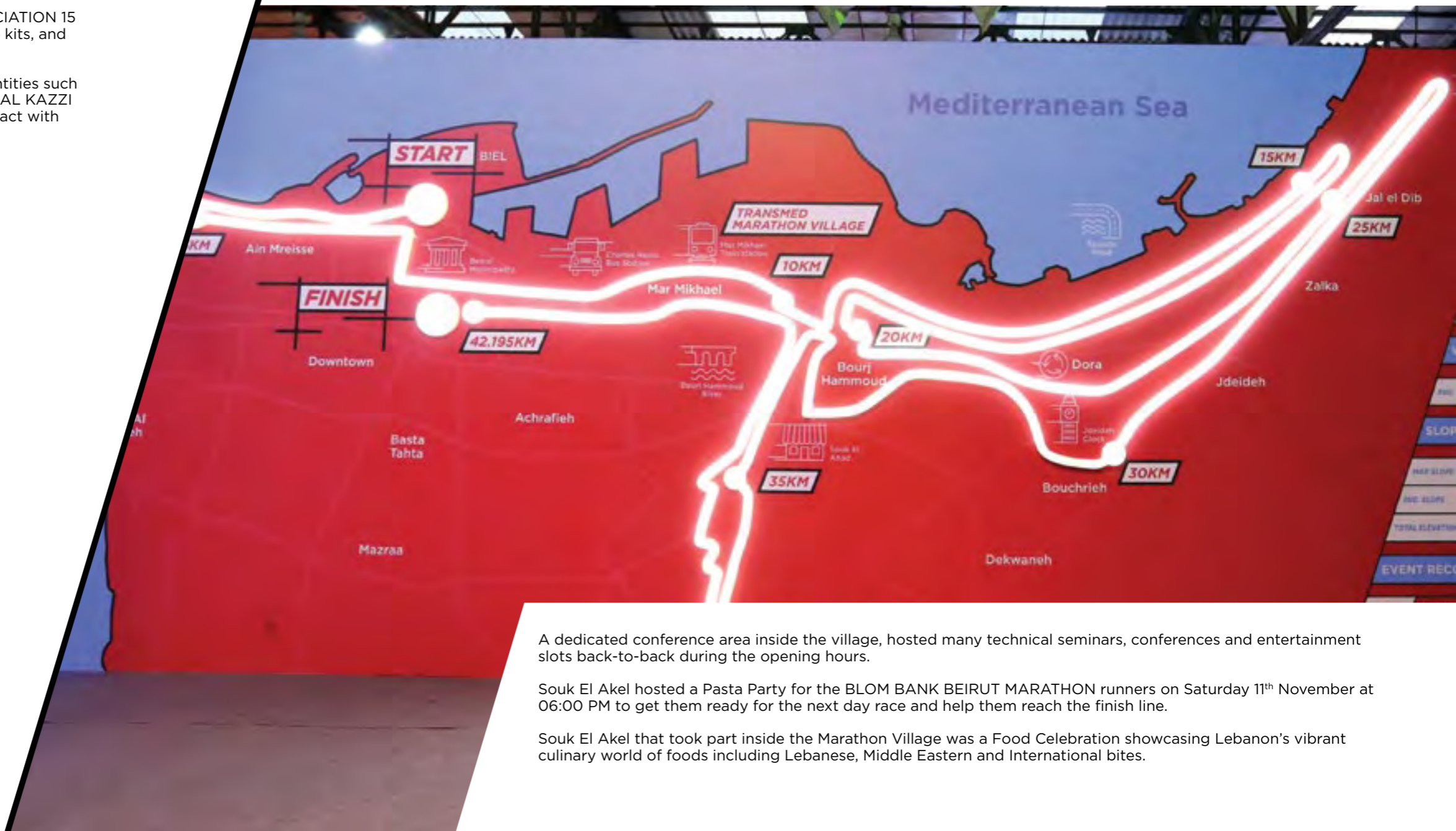
TRANSMED MARATHON VILLAGE 2017

The **TRANSMED MARATHON VILLAGE** hosted more than 35 exhibitors featuring the latest developments in sports, fitness and nutrition. In addition, the Marathon Expo was home to the BIB Pick-Up for all 47,859 participants at the BLOM BANK BEIRUT MARATHON 2017. Held at the TRAIN STATION, Mar Mikhael, the four-day event and expo was free and open to the public.

The event was also home to the BEIRUT MARATHON ASSOCIATION 15 years museum, which gave tribute to all our campaigns, race kits, and memorabilia since 2003 to date.

Many activations took place around the event by different entities such as: FITNESS ZONE, SHARPIE, SOUK EL AKEL, BLOM BANK, AL KAZZI NUTS, VOLKSWAGEN, KIDZMONDO and many more to interact with the audience & runners.

SPONSORS AND PARTNERS:



A dedicated conference area inside the village, hosted many technical seminars, conferences and entertainment slots back-to-back during the opening hours.

Souk El Akel hosted a Pasta Party for the BLOM BANK BEIRUT MARATHON runners on Saturday 11th November at 06:00 PM to get them ready for the next day race and help them reach the finish line.

Souk El Akel that took part inside the Marathon Village was a Food Celebration showcasing Lebanon's vibrant culinary world of foods including Lebanese, Middle Eastern and International bites.

BEIRUT MARATHON ASSOCIATION

THROUGH THE YEARS

2003

The 1st Beirut Marathon
6,000 participants from 49 nationalities



2004

The 2nd Beirut Marathon
Doubling the number of participants to 12,000 from 60 nationalities



2005

"United We Run" 5 KM race
60,000 participants in a race organized after the assassination of H.E. Former Lebanese Prime Minister Rafic Hariri



2006

Tripoli-Mina Race
22,000 runners

Tyre International Half Marathon
15,000 runners

Torch Relay from Tyre to Beirut
1,000 participants

"Vivicitta" Run for Peace
in Dbayeh



2007

Zahle International Race
10,000 runners



2008

"With Their Strength We Run"
29,000 runners for cancer awareness



2009

Woman of the Year
Awarded to May El Khalil by the Brazilian Chamber of Commerce to Lebanon

Damascus to Beirut
111 KM Ultra Marathon with 11 international runners

YEAP Youth Elite Athletes Program
Introduction



2011

A Year of Awards
Bronze Label Road Race classification by IAAF (International Association of Athletic Federations)

"Power of Sport" Award-Lausanne

Laureus "Sport for Good" Award

Lebanese Ministry of Youth and Sports Award

2012

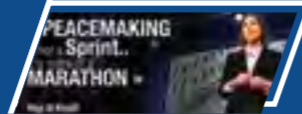
Ashrafieh Telethon
Raised \$260,712 to help the victims of an explosion that rocked the Lebanese neighborhood of Ashrafieh



2013

Women's Race first edition was launched with 4,512 participants

Ted Global Talk
Hosts May El Khalil to share the story of the Beirut Marathon: "Making Peace is a Marathon". Over 5 million views to date



2014

"The Peace We Run For" Art project
The Beirut Marathon emblem PRE (Positive Running Energy) was adapted by 29 artists to show their interpretation of the peace and love one finds on the run



2015

BANKMED YOUTH RACE
The 1st edition was launched to encourage 7-17 years old students to lead a healthier lifestyle

IAAF Silver Label
The Beirut Marathon earned the Silver Label by the IAAF (International Association of Athletic Federations)

Paula Radcliff
Marathon World Record holder, was the Guest of Honor at the Beirut Marathon

Donate Your Running Shoes
This initiative was launched in different outlets all over Lebanon

2016

Sebastian Coe
The president of IAAF attended the Beirut Marathon as a Guest of Honor

The ReRun initiative
was launched to encourage art through recycled items

Ability Program
The Beirut Marathon launched the Ability Program, a special needs training program that also provides professional wheelchairs for selected participants



2017

BANKMED YOUTH RACE
In its 3rd edition, 7,079 runners ran in solidarity with our Lebanese Armed Forces

Romero Britto 3D Run Structure
a collaboration with international artist Romero Britto and renowned architect Dori Hitti resulted in an artistic "RUN" structure on the streets of Beirut

SARADAR BANK Women's Race
Organized under the message "LET'S RUN FORWARD"; a call to action for all women in Lebanon to keep moving forward

IAAF Silver Label
Maintaining our status as a silver label event by the IAAF (International Association of Athletic Federations) for the 4th consecutive year

BLOM BANK BEIRUT MARATHON
Celebrating 15 years of running in Beirut, a marathon that gathered more than 47,800 runners on that day.

TRANSMED Marathon Village
An expo dedicated to sports, health, fitness and home to the Beirut Marathon Bib pickup.





2003-2017
Beirut MARATHON
Association

BLOM BANK BEIRUT MARATHON

IAAF World Marathon Series

ASIAN PREMIER MARATHONS **APM**

2017
START

CBL

LBC

LDC

AQUAFINA



**BEIRUT
MARATHON
ASSOCIATION
THE RACES**

BANKMED YOUTH RACE 2017

*April 02, 2017
Dbayeh*

Following our commitment to grow the running culture in Lebanon, the Beirut Marathon Association organized the 3rd edition of the BANKMED YOUTH RACE on April 2nd, 2017 in Dbayeh. The main goal of the youth race is to nurture and grow the next generation of runners and leaders in the Lebanese communities. The youth of Lebanon, chose to run for the love of challenging their bodies, minds and to nurture their willpower.

But then, there are those who run to answer a call of duty, to protect lives and to defend a country in need, the Lebanese Armed Forces. They ran for honor, sacrifice and loyalty.

*THIS YEAR, WE RAN IN SOLIDARITY
WITH OUR LEBANESE ARMED FORCES.*

7,079 runners in total, ran the 2 KM & 5 KM races. The runners aged between 7 & 13 years old ran the 2 KM while the rest 14 to 17 years old, ran the 5 KM.

In addition, the event included the 2 KM Para-Athlete category & the most popular 5 KM Fun Run which was open to all.

START



RACE AGE CATEGORIES



AGE GROUP

NUMBER OF RUNNERS

0-7 YEARS OLD	133
8-9 YEARS OLD	650
10-12 YEARS OLD	2,223
13-15 YEARS OLD	1,980
16-17 YEARS OLD	1,488
17+ YEARS OLD	605
TOTAL	7,079

32

NATIONALITIES

393

INTERNATIONAL RUNNERS

79

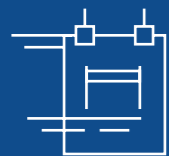
GROUPS



FACTS & FIGURES

RACE	BOYS	GIRLS	TOTAL
2 KM Race	882	606	1,488
5 KM Race	535	253	788
2 KM Para-Athletes Race	51	25	76
5 KM Fun Run	2,458	2,269	4,727
Total	3,926	3,153	7,079

BANKMED YOUTH RACE IN NUMBERS



RACE BRANDING
684 m²



PARTNER BRANDING
2,411 m²



COMMUNICATION BRANDING
765 m²



SECURITY
(START & FINISH LINE)
43 personnel



SECURITY
(COURSE)
20 personnel



TRANSPORTATION
52 Trucks



ELECTRICITY USAGE
690 AMP



PORTABLE TOILETS
20



LABORERS
100



SCAFFOLDING
3,121 m²



CARPET
592 m²



FLAGS
15



WALKIE TALKIE
38



BARRIERS
7 KM



TENTS
742 m²



LEAD CARS
3



ACCREDITATION
PASSES
2,325



VEHICLE PASSES
50



PARKING PASSES
950



POLICE
100



VESTS
559



MUNICIPALITY STAFF
23



LEBANESE RED CROSS
PARAMEDICS
20



LEBANESE RED CROSS
YOUTH
20



MEDICAL TENTS
2 START & FINISH LINES
2 POST FINISH LINES
1 ON COURSE



MEDICAL STAFF
15 PHYSIOTHERAPISTS
15 NURSES
4 DOCTORS



AMBULANCES
5



SARADAR BANK WOMEN'S RACE 2017

May 21, 2017

Jounieh

This year's Saradar Bank Women's Race took place on May 21st in Jounieh under the message "LET'S RUN FORWARD"; a call to action for all women in Lebanon to keep moving forward, run for women empowerment causes and to rise to the challenges of every day no matter how big or small.

By committing to run the 10 KM for herself, her cause, her health, her loved ones and her future, every woman realizes that she is capable of much more, be it by breaking her own record or completing the distance for the first time, this is her race to celebrate, compete, achieve and become.

*THE BEIRUT MARATHON WOMEN'S RACE
WAS LAUNCHED IN 2013 WITH THE GOAL
TO EMPOWER WOMEN THROUGH THE
SIMPLE SPORT OF RUNNING.*



BECAUSE A BIT OF SUPPORT CAN GO A LONG WAY

#انا_معكي

#انا_معكي is an activation introduced by the Beirut Marathon for the Saradar Bank Women's Race, inspired by a movement born in the UK #whatifirunwithyou

"It started when a runner, Andy, saw a lady struggling through a 6-mile run—she'd all but given up at 5.7 miles—so he offered to run with her. He knew he couldn't take away the pain she was going through, but he could support her until the end. Andy started supporting runners who were struggling or needed an extra bit of love, motivation or reassurance that someone out there cared. The idea was to raise awareness and to show anyone that needed someone that someone is, in fact, out there rooting for them."

We, at the Beirut Marathon, are on a mission to move and unite people through running. Sport might not be perceived as a priority in our country, but the benefits of running transcend the physical and help alleviates challenges.

AGE GROUP	NUMBER OF RUNNERS
10-12 YEARS OLD	27
14-20 YEARS OLD	154
21-30 YEARS OLD	322
31-40 YEARS OLD	223
41-50 YEARS OLD	194
51-60 YEARS OLD	86
61+ YEARS OLD	20
TOTAL	1,026

26
GROUPS

28
NATIONALITIES

FACTS & FIGURES

RACE	
10 KM Race	949
10 KM Relay Race	60
10 KM Para-Athletes Race	17
Total	1,026

Numerous studies, dating back more than 30 years have shown that regular exercise can help relieve symptoms of mental challenges, as well as lowering the risk of illnesses and obesity.

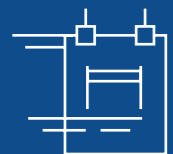
With the Women's Race approaching, we felt that support was needed to get more girls and women to commit to train and run the full 10 KM in a race dedicated to them. That's when the work started. The Beirut Marathon team approached influencers, sports figures and celebrities and asked them to show their support to the Saradar Bank Women's Race by either posting a photo with the forward sign >> or by sharing words of encouragement through videos.

The results were overwhelming, #ana_ma3ki, (which means: I am with you), went viral as friends and family joined in to encourage their loved ones to complete the distance.

Suffice to say that for the very first time, more than 60% of all participants completed the 10 KM Saradar Bank Women's Race in less than an hour, which by itself is a great measurement of how one little shoutout can help one finish faster and stronger than ever.



SARADAR BANK WOMEN'S RACE IN NUMBERS



RACE BRANDING
385 m²



PARTNER BRANDING
2,573 m²



COMMUNICATION BRANDING
676 m²



LEBANESE RED CROSS
PARAMEDICS
30



SECURITY
(COURSE)
30



TRANSPORTATION
42 Trucks



ELECTRICITY USAGE
590 AMP



PORTABLE TOILETS
12



LABORERS
70



SCAFFOLDING
106 m²



CARPET
106 m²



FLAGS
39



WALKIE TALKIE
38



BARRIERS
3 KM



TENTS
168 m²



LEAD CARS
3



CAR RENTAL
212 Days



ACCREDITATION
PASSES
2,023



VEHICLE PASSES
62



PARKING PASSES
702



POLICE
200



VESTS
330



MUNICIPALITY STAFF
42



AMBULANCES
4



MEDICAL TENTS
4 START & FINISH LINES
1 ON COURSE



MEDICAL STAFF
8 PHYSIOTHERAPISTS
10 NURSES
4 DOCTORS



BLOM BANK BEIRUT MARATHON 2017

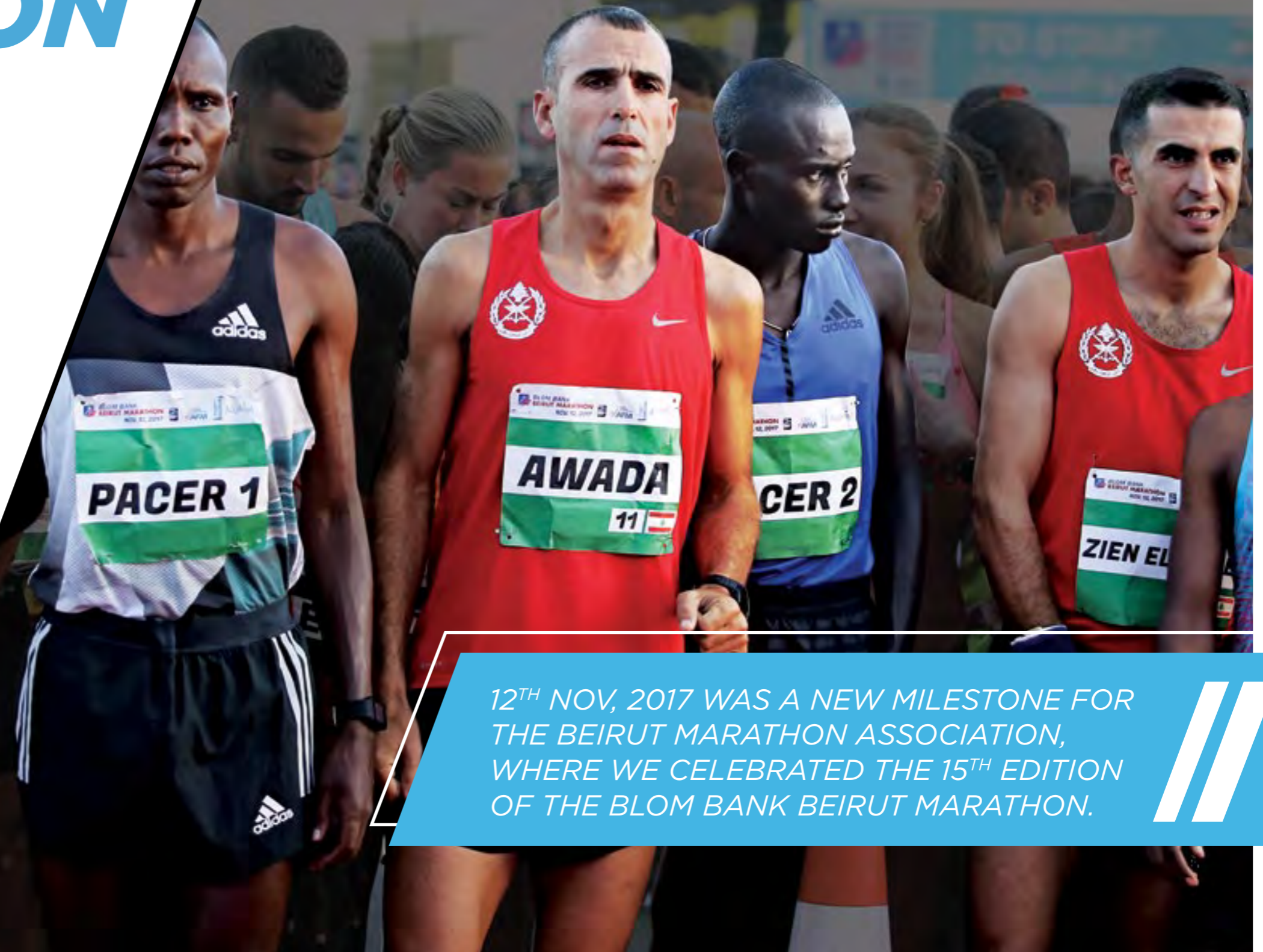
November 12, 2017

Beirut

In celebration of our 15 years anniversary, the campaign was a tribute to all who made the event what it is today. Developed by Brandem and the Beirut Marathon team, "15 years of Running" was the reigning slogan on the streets of every corner of Lebanon. The visual introduced a real marathon runner carrying the Lebanese flag while crossing the finish line.

The visual campaign had also a second phase that emerged on lightpoles, towers and bridges depicting 6 different words that represent what the past 15 years were about: committing, uniting, volunteering, cheering, giving and growing. The photos featured runners, para-athletes, Beirut Marathon team members, volunteers and cheerers, adding the real deal to an event that has managed to bring people together under the umbrella of sport.

The colorful word RUN presented all throughout the campaign is the one adopted by the Beirut Marathon since 2014, it carries both the peace symbol and the heart shape, following the Peace, Love, Run motto of the Beirut Marathon. For 2017, the design of the word was created by international artist Romero Britto.



12TH NOV, 2017 WAS A NEW MILESTONE FOR THE BEIRUT MARATHON ASSOCIATION, WHERE WE CELEBRATED THE 15TH EDITION OF THE BLOM BANK BEIRUT MARATHON.

NEW RECORDS AT THE BLOM BANK BEIRUT MARATHON

When it comes to broken records, 2017 was definitely a winner. With a better, faster and more entertaining marathon course for the 15th edition of BLOM Bank Beirut Marathon, a time of 2:10:42 was set by Dominic Ruto from Kenya, and a new marathon record of 2:28:38 for women was set by Eunice Chumba from Bahrain.

On the Lebanese front history was made as Chirine Njeim beat her event record which she set in 2016 by running a faster pace and completing the Marathon in 2:45:00. This is the best event record that Lebanon has ever witnessed on the special streets of Beirut. Nadia Dagher, an emerging elite athlete, won 1st place in the half marathon and achieved a record time of 1:26:39

One of the biggest surprises was the stunning half marathon record achieved by Iranian Mohamed Jafar Moradi who completed the full distance in 1:08:04, raising the bar for all hopeful elite athletes.

The race department at the Beirut Marathon worked very hard on improving the course, with that came great results and a wonderful experience to elite and amateur runners who rated the track as the best one they've ever ran to date.



**NEW LEBANESE MARATHON EVENT
RECORD (WOMEN)
CHIRINE NJEIM
2:45:00**



NEW MARATHON EVENT RECORD (WOMEN)
 EUNICE CHUMBA
 2:28:38 - BAHRAIN






NEW MARATHON EVENT RECORD (MEN)
 DOMINIC RUTO
 2:10:42 - KENYA



BLOM BANK BEIRUT MARATHON

FACTS & FIGURES

	MALE	FEMALE	GUIDES	TOTAL
1 KM RUN WITH PARENTS	960	840	2,700	4,500
5 KM YOUTH RACE	2,806	2,694	2,000	7,500
8 KM FUN RUN	14,638	15,862	0	30,500
8 KM RACE	1,074	676	0	1,750
21.1 KM RACE	1,066	517	0	1,583
JUNIOR RELAY MARATHON	162	28	0	190
42.195 KM MARATHON	730	244	0	974
42.195 KM MARATHON RELAY RACE	254	106	0	360
8 KM PARA-ATHLETE RACE	76	24	50	150
42.195 KM PARA-ATHLETE RACE	42	8	2	52
5 KM PARA-ATHLETE RACE	98	52	150	300
	21,906 	21,051 	4,902 	47,859




AGE CATEGORIES



AGE GROUP	NUMBER OF PARTICIPANTS
17 YEARS OLD & UNDER	17,114
18-30 YEARS OLD	14,402
31-40 YEARS OLD	8,209
41 YEARS OLD & ABOVE	8,134
TOTAL	47,859


42.195 KM MARATHON WINNERS

MALE

			
NAME	DOMINIC RUTO	ADANE AMSALU	EDWIN KUPTO
NATIONALITY	KENYA	ETHIOPIA	KENYA
TIME	2:10:42	2:10:45	2:11:56




42.195 KM MARATHON WINNERS

FEMALE

			
NAME	EUNICE CHUMBA	GIRMA TIGIST	DEBEBE GETACHEW
NATIONALITY	BAHRAIN	ETHIOPIA	ETHIOPIA
TIME	2:28:38	2:29:00	2:30:31

21.1 KM MARATHON WINNERS

MALE

			
NAME	MOHAMMAD JAAFAR	AHMAD SAMMOUR	ISMAIL SSENYANGE
NATIONALITY	IRAN	JORDAN	UGANDA
TIME	1:08:06	1:08:50	1:11:53

21.1 KM MARATHON WINNERS

FEMALE

			
NAME	NADIA DAGHER	SABRIEH MARADAT	CARIS ALLEN
NATIONALITY	LEBANON	JORDAN	AUSTRALIA
TIME	1:26:41	1:29:49	1:30:05

27 ELITE ATHLETES

4  GOLD LABEL RUNNERS

8  GOLD LABEL RUNNERS

5  GOLD LABEL RUNNERS

AMBASSADORS RACE

This year's BLOM BANK BEIRUT MARATHON was a proud event for us all and the most successful one to date! We had the wonderful support of the UNIFIL, our esteemed ambassadors and their embassies' staff members including their family members, each dedicating their time and effort in helping us show the world the positive impact of our Marathon values.

The Relay Team was organized few months before Race Day, team members were coached by Mrs. Mona Shour, a Beirut Marathon Association board member, and trained by our Lebanese sports hero Maxime Chaya.

Some of the Relay team members ran their relay leg and went on to run the full marathon. This year for the first time, some of the spouses caught our contagious energy and also competed in the relay race.

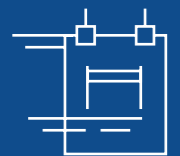
- | | |
|----------------|-------------------------------------|
| Algeria | H.E. Ambassador Ahmad Bouziane |
| Australia | H.E. Ambassador Glen Miles |
| Canada | H.E. Ambassador Emanuelle Lamoureux |
| EU | H.E. Ambassador Christina Lassen |
| Germany | H.E. Ambassador Martin Huth |
| Greece | H.E. Ambassador Theodore Passas |
| Netherlands | H.E. Ambassador Jan Waltmans |
| Poland | H.E. Ambassador Wojciech Bozek |
| Sweden | H.E. Ambassador Jorgen Lindstorm |
| Turkey | H.E. Ambassador Cagatay Erciyes |
| United Nations | H.E. Ambassador Sigrid Kaag |
| United Kingdom | H.E. Ambassador Hugo Shorter |

Diplomats

- | | |
|------------|---|
| Belgium | Jean Francois Parmentier, Consul |
| Brazil | Ursula Zaluar |
| Brazil | Achilles Zaluar, Syrian attaché |
| Canada | Sebastian Beaulieu, spouse of Canadian Ambassador |
| Germany | Annahid Huth, spouse of German Ambassador |
| USA | Edward White, Deputy Chief Of Mission |
| World Bank | Haneen Sayed |



BLOM BANK BEIRUT MARATHON IN NUMBERS



RACE BRANDING
4,538 m²



PARTNER BRANDING
4,767 m²



COMMUNICATION BRANDING
950 m²



MARATHON VILLAGE
BRANDING
950 m²



SECURITY
(MARATHON VILLAGE)
29



SECURITY
(START & FINISH LINES)
155



SECURITY
(COURSE)
87



PORTABLE TOILETS
97



LABORERS
178



SCAFFOLDING
1,219 m²



CARPET
420 m²



FLAGS
30



AMBULANCES
44



BARRIERS
13.5 KM



TENTS
3,298 m²



LEAD CARS
11



CAR RENTAL
212 Days



ACCREDITATION
PASSES
5,325



VEHICLE PASSES
440



PARKING PASSES
1,930



WALKIE TALKIE
155



POLICE
401



VESTS
1,400



MUNICIPALITY STAFF
200



TRANSPORTATION
80 Trucks



ELECTRICITY USAGE
2,555 AMP



LEBANESE RED CROSS
PARAMEDICS
250



LEBANESE RED CROSS
YOUTH
724



MEDICAL STAFF
**84 PHYSIOTHERAPISTS
38 NURSES
20 DOCTORS**



MEDICAL TENTS
**1 START LINE
7 FINISH LINES
6 COURSES**



IAAF SILVER LABEL ROAD RACES



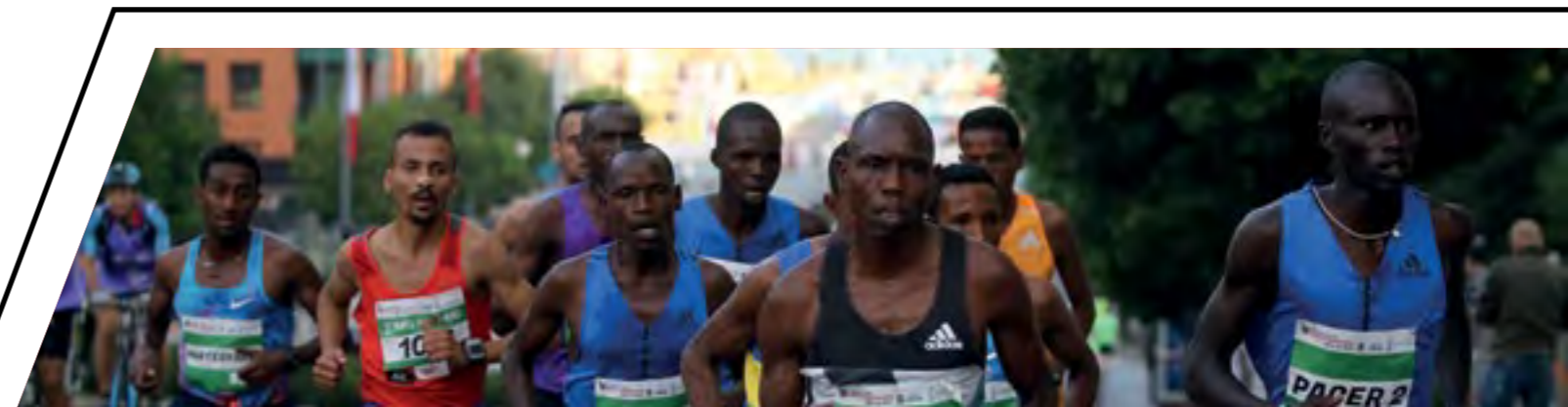
THE 2017 BLOM BANK BEIRUT MARATHON WAS CLASSIFIED FOR THE 4TH CONSECUTIVE YEAR AS A SILVER LABEL ROAD RUNNING EVENT BY THE IAAF (INTERNATIONAL ASSOCIATION OF ATHLETICS FEDERATIONS) FOR ITS EXCELLENCE IN ORGANIZING A WORLD CLASS MARATHON UP TO THE HIGHEST INTERNATIONAL STANDARDS FROM ALL RACE MANAGEMENT ASPECTS.

THE BLOM BANK BEIRUT MARATHON IS ONE OF 18 SILVER LABEL ACCREDITED RACES THAT TAKE PLACE ANNUALLY AROUND THE WORLD:

- | | | | |
|---|--|---|--------------------------|
|  | Chevron Houston Marathon | / | United States of America |
|  | Osaka Women's Marathon | / | South Korea |
|  | Kagawa Marugame International Half Marathon | / | South Korea |
|  | eDreams Mitja Marato de Barcelona | / | Spain |
|  | Zurich Marato de Sevilla | / | Spain |
|  | Chongqing International Marathon | / | China |
|  | Daegu International Marathon | / | South Korea |
|  | Acea Maratona di Roma | / | Italy |
|  | HAJ Hannover Marathon | / | Germany |
|  | Orlen Warsaw Marathon | / | Poland |
|  | DOZ Marathon Lodz with PZU | / | Poland |
|  | Lanzhou International Marathon | / | China |
|  | Dam Tot Damloop | / | Netherlands |
|  | Cardiff University / Cardiff Half Marathon | / | United Kingdom |
|  | Marseille-Cassis 20 KM | / | France |
|  | Saitama International Marathon | / | South Korea |
|  | BLOM BANK Beirut Marathon | / | Lebanon |
|  | Guangzhou Marathon | / | China |

Like our marathoners we continue to challenge ourselves to progress. All that was accomplished was made possible by the extraordinary work of our members, the race committee, supporters, volunteers, participants, partners, staff and officials as the event once again broke its total number of participants reaching 47,859.

Wissam Terro
Race Director





**PROGRAMS
& SOCIALLY
RESPONSIBLE
INITIATIVES**

“542” TRAINING PROGRAM

“542” is a free of charge running program created by the Beirut Marathon Association. Since its foundation in 2014, and on a yearly basis, “542” opens its doors to the community for exactly 5 months before Marathon Day. The mission of the “542” is to offer hopeful runners the training necessary to finish a marathon.

In the previous 3 editions (2014, 2015 & 2016) and with the exceptional effort of the coaches, the hard work of the “542” organizers, and the commitment of the runners, “542” shaped a total of 158 first time marathoners.

This year, on its 4th edition, 7 teams were created in Beirut and 2 teams in Jounieh.

158 amazing runners took on the challenge and eventually accomplished their first ever marathon on November 12, 2017. Most of the runners started with no previous running experience, and have been training with extreme perseverance. Their training journey consists of intensive weeks of training, sore muscles, bumpy feet, exhaustion, fatigue and self-discovery: “At times it becomes unpleasant as you log more Kilometers during the run and your body refuses to go further, yet your mind is determined to make it happen.

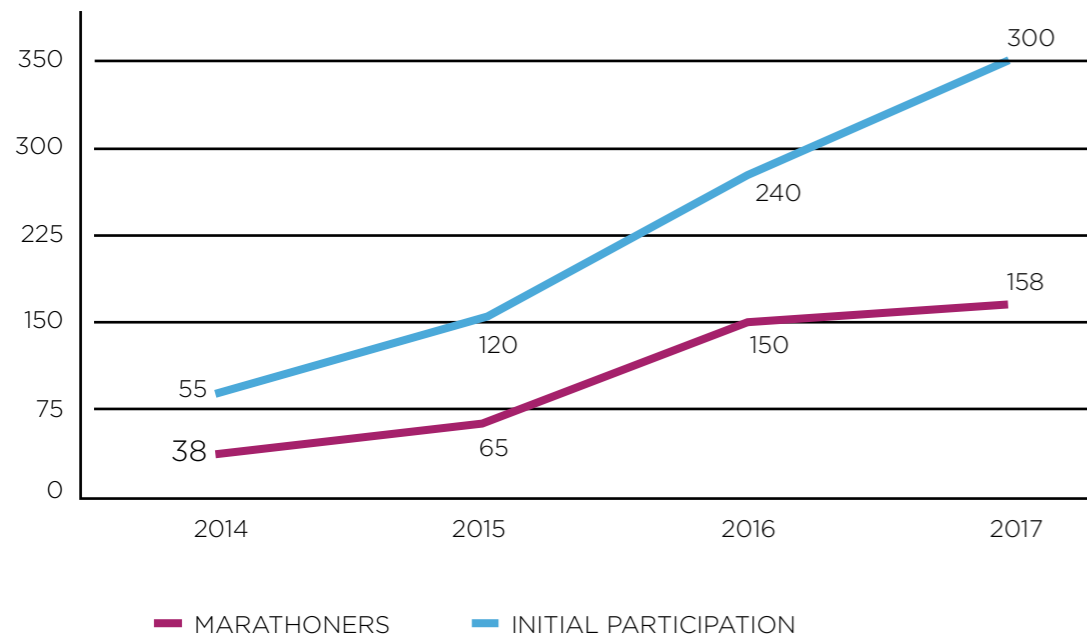
Nonetheless, the “542” family has proven to make this journey go smoother, training with a team is known to decrease anxiety levels and boost confidence at times of doubt. That is really the secret behind the program, It gathers people from different backgrounds and breaks through social barriers. It brings experienced runners and aspiring runners together as solid groups, or rather as new running communities, who are forging friendships that motivate and empower individuals.”

542
BY BEIRUT MARATHON

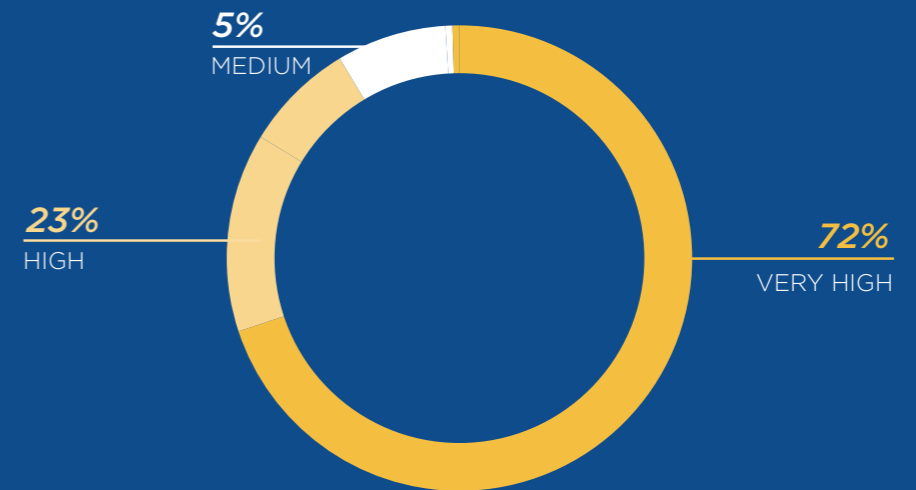
“542” IS AN UNFORGETTABLE TRAINING JOURNEY FILLED WITH SOCIAL AND ATHLETIC EXPERIENCES, IN ORDER TO ACCOMPLISH THE MAIN GOAL OF “RUNNING A FULL MARATHON FOR THE FIRST TIME!”



"542" FIGURES PER YEAR



RUNNERS SATISFACTION RATING OF THE "542"



33,290
WATER BOTTLE CONSUMPTION



1.8 Tons
ICE CONSUMPTION



165 / 158 / 303 / 69%

RUNNERS AT THE START LINE

RUNNERS CROSSING THE FINISH LINE

AL MAKASSAD VOLUNTEERS

OF FINISHERS WILLING TO RUN ANOTHER MARATHON

“542” CODE

542ERS:

PUSH THEIR MINDS & BODIES TO THE LIMIT

ARE FUTURE MARATHONERS

ARE ALWAYS UNITED

EMBRACE THE CHALLENGE

RESPECT THE ENVIRONMENT

LEAVE NO RUNNERS BEHIND

PERSEVERE

INSPIRE OTHERS

COMMIT TO CHANGE



WHAT OUR RUNNERS HAD TO SAY ABOUT THEIR EXPERIENCE

‘BEST EXPERIENCE IN MY LIFE!’

‘AMAZING TEAM SPIRIT AMAZING PEOPLE REALLY GREAT TRAINING’

‘I HAD FUN AND MADE FRIENDS AND ABOVE ALL THAT, I LEARNED TO BE PATIENT WHEN I WANT TO ACHIEVE MY GOAL’

‘THIS EXPERIENCE CHANGED MY LIFE TO THE BEST, BROUGHT ME HAPPINESS, BETTER HEALTH AND MADE GREAT FRIENDS!’

‘TEAM SPIRIT, NEW FRIENDS, NEW FAMILY. GAINING MENTAL STRENGTH ALONG THE WAY AND ALL THE HELP FROM THE ORGANIZERS’

‘I GOT THE CHANCE TO MEET A COMMUNITY THAT TRULY SUPPORTS EACH OTHER. I GOT INTRODUCED TO THIS SPORT THAT REALLY IMPROVED MY LIFE ON SEVERAL LEVELS.’

‘BEING PART OF THIS PROGRAM IS LIFE CHANGING, LIBERATING AND FULL OF POSITIVE VIBES AND HOPEFUL THOUGHTS. THIS RUNNING COMMUNITY HOLDS A BIG PART IN MY HEART’

"542" PARTNERS

A BIG THANKS TO ALL OUR PARTNERS & SUPPORTERS THAT CONTRIBUTED IN MAKING THE "542" 4TH EDITION A REAL SUCCESS



MR. CHARBEL ALAM
Motivational Speaker



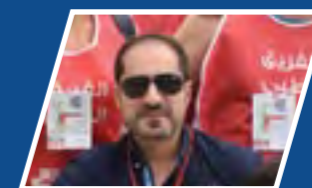
DR. LAMA MATAR
Nutritionist



DR. RACHID RAHME
Chief of Department
of Clinical Care

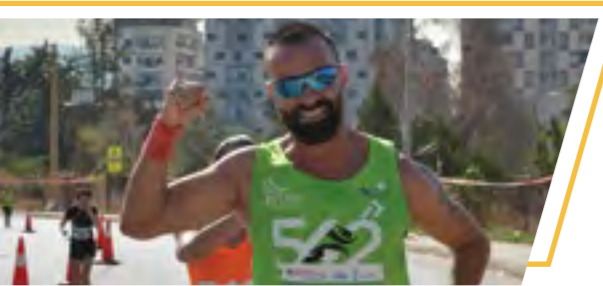


DR. KHALIFE KHALIFE
Physiotherapist on Call



DR. JIHAD HADDAD
Physiotherapist on Call

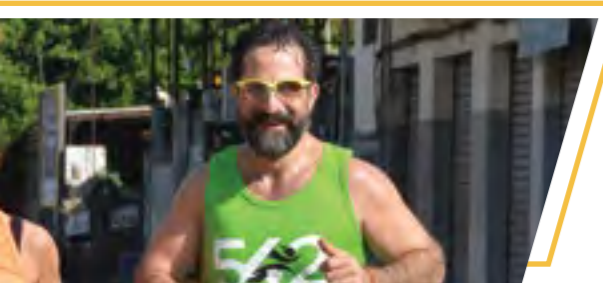
MEET THE "542" COACHES



WALID KABBANI started running at the age of 14 and ran his very first marathon at the first edition of the Beirut Marathon in 2003! Since then, he has run 19 marathons with a personal best time of 3:19:00 in the Beirut Marathon and in 2011 with a half marathon best of 1:29:00. He has also completed 3 Olympic triathlons and 3 sprint triathlons and has been a coach with the "542" family since its 1st edition in 2014.



ALI KEDAMI is an inspiring and extreme runner. He runs for his daughter "Saria" for her charity "Make Saria Run". He has run 17 marathons and 9 ultra-marathons ranging from 80 KM to 600 KM! In 2015, he completed The Track Outback Australia which was 520 KM and in 2016 he ran 48 hours non-stop across the Lebanese coast to raise funds for "Sanad" Association. Ali has been a devoted coach with "542" since its 1st edition in 2014.



GHASSAN HAJJAR is a passionate and strong-minded runner. He has run 9 marathons locally and internationally with a personal best of 3:49:00. He is also a serious mountaineer and is also passionate about climbing, Ghassan considers running as a constructive addiction.



KATHIA RACHED was a regular school chemistry teacher leading a normal life. Her newly discovered passion with running did not occur until one day in August 2011: She was on her way to school & listening to the radio when a life-changing ad played. It was announcing the launch of the "542" training program. Without thinking twice, she signed up and joined the first training run. She ended up finishing 1st. As her passion with running grew immensely, she decided to go back to university and study Physical Education. She has also completed several internationally renowned coaching certifications. To date, she has participated in 9 Marathons and 4 Ultra Marathons.

ROCKY KIBLAWI is the Lebanese and Arab Muay Thai Champion, Spartan racer, marathoner and athlete. He has been a runner for twenty years as part of his exhaustive training, and three years ago he trained with "542" and ran his first Beirut Marathon. Since then, he has been running marathons and travelling the world to participate in international races.



MOUSTAFA AHMAD is a well-defined extreme runner. He has run 33 marathons in each of Berlin, Amsterdam, Istanbul, Dubai, Barcelona, Nice, Oman, Warsaw, Lisbon, London, Paris and almost all the Beirut Marathons since 2003. He has gone even further by doing numerous Ultra Marathons such as England (100 miles), Grand Canyon (273 KM), Iron (250 KM), Ismik (80 KM) and many more.



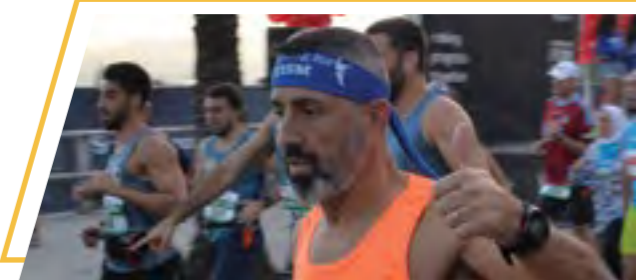
JIHAD SHOUEIB started running in 2003. He currently runs with Elite Running Club and has a personal record of 4:09:00 in the marathon, 00:40:12 in the 10 KM and 00:19:39 in the 5 KM category. He has steadily placed second in his age category from 2003 till 2014. Jihad is also a telecom engineer, avid painter and sportsman on all fronts.



JIHAD BOURJI is an enthusiast and passionate young marathoner that took part in managing Team Jounieh. Jihad has started running in 2011, since then he ran a marathon in each of Beirut, Prague, Paris, Limassol, Dubai, he also has accomplished an Ultra-Marathon (136 KM) in Turkey, Iznik. Jihad's personal best marathon time is 3:28:00.



CHUKRI NAKHOUL has dedicated most of his life to sports. Passionate about running, Chukri has also played football with "Ahle Sarba" first division, he won 3 times the Lebanese Tennis Champion and practices frequently skiing, diving and cycling. Member of the Elite Running Club, he has participated in every single Beirut Marathon since 2003 and is currently first in his age category. He has also placed first in the Batroun Triathlon with many other outstanding results in other races. His personal best marathon time is 3:30:00.



ABILITY PROGRAM

For the second consecutive year, The Beirut Marathon Association launched the Ability Program, a training program for disabled athletes that offers professional hand cycles and full preparations to the athletes taking part in BLOM BANK Beirut Marathon. This program launched its first version in 2016 yielding encouraging performances of male and female champions in their respective categories.

In 2017, the program received 11 new additional wheelchairs - to reach 22 wheelchairs in total - bought with the support of Beirut Marathon Board of Trustees member Mrs. Chahrazad Rizk. The second batch of wheelchairs were distributed to para-athletes from Tripoli while the first batch had been distributed in Beirut; the full marathon training program is taking place in both Beirut and Tripoli to encompass a larger number of athletes.

In her words Mrs. May El Khalil, president of the Beirut Marathon Association, says she is pleased with this program and confirms that people with special needs were, from the very start of the association, at the very core of the Beirut Marathon. She also thanked Mrs. Chahrazad Rizk for her belief in the Beirut Marathon's mission towards para-athletes.

Mrs. Rizk, who has attended the Ability Program trainings in Beirut and Tripoli, was very satisfied and happy to see young men and women achieving their goals through this program.

The "super-abled" athletes are now more confident and excited to improve and reach their full potential. Mrs. Rizk confirms that supporting our "super-abled" athletes is a humanitarian imperative. She also adds: "We look forward to taking these Lebanese champions to international Para-Olympic Games".

It is worth noting that the program covers 2 months of intensive training before reaching the Marathon Day, at the rate of 3 training sessions weekly, including orientation seminars that provide health, nutrition and public safety advice.



ABILITY PROGRAM, A TRAINING PROGRAM FOR PARA-ATHLETES THAT OFFERS PROFESSIONAL HAND CYCLES AND FULL PREPARATIONS TO COMPLETE A MARATHON





“This project was a whole new and exciting experience for me when I first started, but then with time and while working hard on it, this experience turned out to be a real joy because of these pure people’s smiling faces. Driven by my challenge and mixed with my dedication to supporting others and seeing them shining from happiness, I am more than grateful to take in charge of this new born project and develop from all my heart.”

Chahrazad Rizk

PARTNERS



DONATE YOUR RUNNING SHOES

For the third consecutive year, the Donate Your Running Shoes initiative aimed at providing running shoes for underprivileged people, mainly children.

More than 100 donation boxes were distributed across Lebanon for any person to donate their used pair of running shoes.

From Tripoli to Zahle, schools and universities played an active role in collecting the running shoes, which would later on be sorted and distributed to those who cannot easily obtain running shoes. For 2017, the children who received the shoes participated in the SARADAR BANK Women's Race, which puts a bigger umbrella: gender equality.

AFTER ITS SUCCESS IN 2015 AND 2016, "DONATE YOUR RUNNING SHOES" TAKES A MORE NATIONAL PERSPECTIVE AS MORE AND MORE PARTS OF LEBANON BECOME INVOLVED IN THIS INITIATIVE.



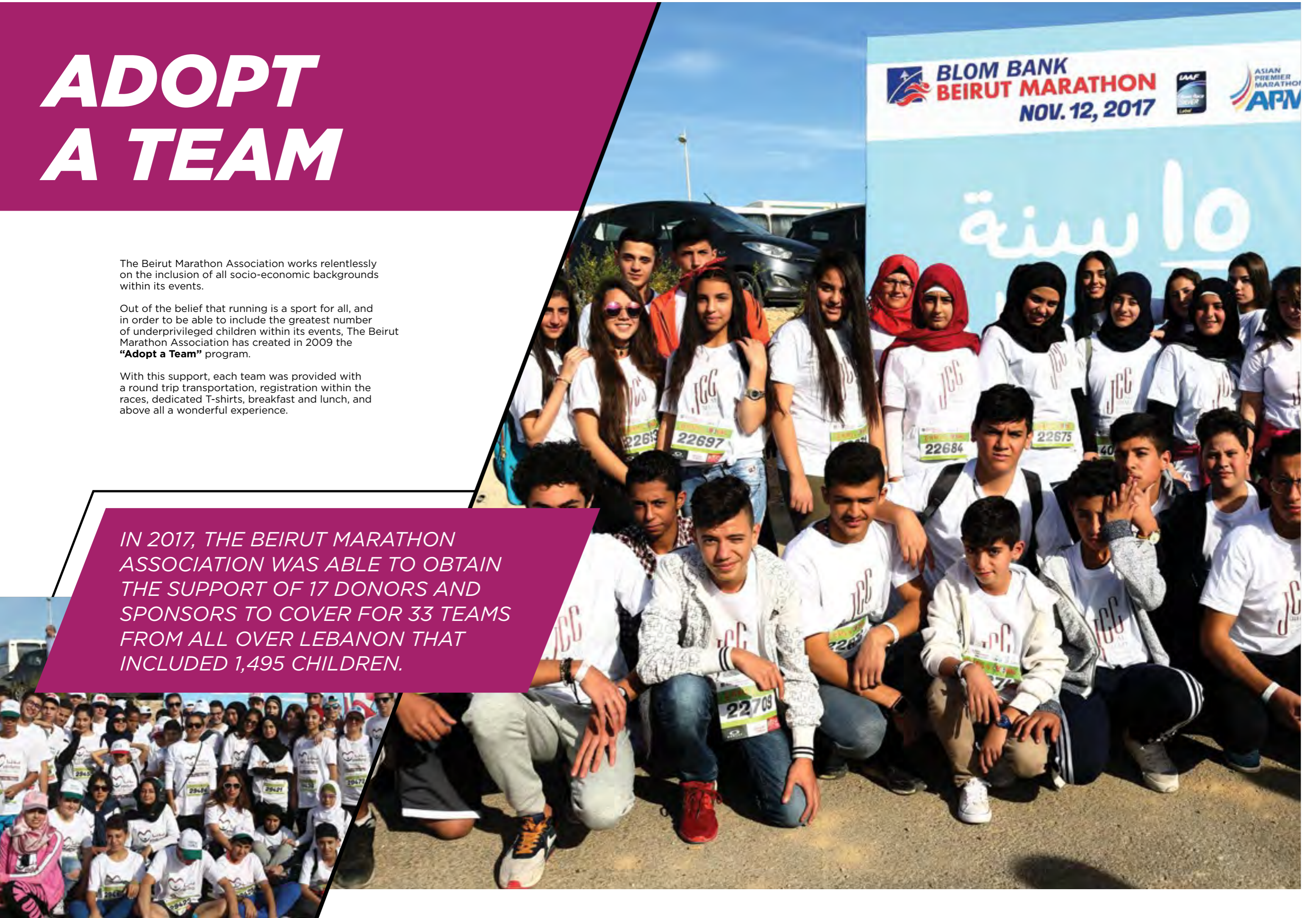
ADOPT A TEAM

The Beirut Marathon Association works relentlessly on the inclusion of all socio-economic backgrounds within its events.

Out of the belief that running is a sport for all, and in order to be able to include the greatest number of underprivileged children within its events, The Beirut Marathon Association has created in 2009 the "Adopt a Team" program.

With this support, each team was provided with a round trip transportation, registration within the races, dedicated T-shirts, breakfast and lunch, and above all a wonderful experience.

IN 2017, THE BEIRUT MARATHON ASSOCIATION WAS ABLE TO OBTAIN THE SUPPORT OF 17 DONORS AND SPONSORS TO COVER FOR 33 TEAMS FROM ALL OVER LEBANON THAT INCLUDED 1,495 CHILDREN.





NGOs & VOLUNTEERS

NGOs

WITH 183 PARTNERED NGOs, THE BEIRUT MARATHON ASSOCIATION THRIVES NOW MORE THAN EVER TO BE A FAIR PLATFORM FOR NGOs/CSOs AS THEY SEEK TO CREATE AN IMPACT BOTH SOCIALLY AND FINANCIALLY.

68%

OF THE PARTICIPANTS IN THE BLOM BANK BEIRUT MARATHON 2017 RAN TO SUPPORT CAUSES THEY BELIEVE IN. WITH A 25% CONTRIBUTION MAINTAINED FROM THE PREVIOUS YEAR, THE NGOs/CSOs HAVE A MORE ACTIVE AND KEY ROLE IN THE SUCCESS OF THE BEIRUT MARATHON RACES.

IN 2017, THE OUTREACH TEAM FOCUSED ON **ESTABLISHING A CO-DELIVERY SYSTEM** WHERE THEY **HELPED THE NGOs/CSOs UNDERSTAND THEIR ROLE AND INCREASE THEIR EFFICIENCY WHEN USING THE PLATFORM.**

80

HOURS ENGAGING PRESENTATIONS



600 PHONE CALLS

13,962

INDIVIDUALS WERE OFFERED FREE REGISTRATION ACROSS ALL RACES.



1,120 PRINTED DOCUMENTS

10

WEEKS OF DEDICATED VISITS



2,740 DISPATCHED EMAILS





183

MOU AGREEMENTS SIGNED TO DATE WITH NGOs

125

PARTICIPATING NGOs 38 OF WHICH ARE FIRST TIMERS

4,764

VOLUNTEERS

25,688

PARTICIPANTS RUNNING FOR DIFFERENT CAUSES

CHARITY RUNNERS RUNNING FOR RECENTLY PARTNERED NGOs

3,706

73%

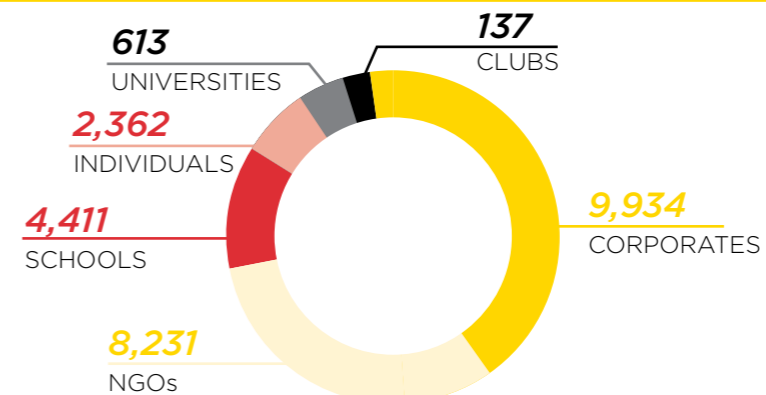
OF TOTAL VOLUNTEERS WERE RECRUITED FOR THE BLOM BANK BEIRUT MARATHON IN 2017



BEST NGO
CHILDREN CANCER CENTRE LEBANON

FOR **RECRUITING THE HIGHEST** NUMBER OF RUNNERS (1,660) BOTH ONLINE AND OFFLINE

PARTICIPANTS RUNNING FOR NGOs



TOTAL:
25,688

AWARDS



BEST MESSAGE

ABAAD

FOR USING THE EVENT **TO RAISE THE VOICE OF PEOPLE WITH AN IMPORTANT MESSAGE**



UNIVERSITY SPIRIT AWARD

AUB

WITH **1,266 STUDENTS**



SCHOOL SPIRIT AWARD

MELKART

WITH **633 STUDENTS**



BEST NEW NGO

ANTA AKHI

FOR **RECRUITING 568 RUNNERS** WITHIN THE FIRST FEW MONTHS OF THEIR PARTNERSHIP WITH BEIRUT MARATHON ASSOCIATION



BEST VOLUNTEER OF THE YEAR

AL MAKASSED

FOR **THEIR PROACTIVITY AND RESPONSIVENESS** THAT IS CONSTANT THROUGHOUT THE YEARS



BEST LONG-TERM PARTNER NGO

BRAVE HEART

FOR **RECRUITING ONE OF THE HIGHEST NUMBER OF RUNNERS (1,537)** AND EVERLASTING COMMITMENT TO THE BEIRUT MARATHON ASSOCIATION



BEST LONG-TERM PARTNER NGO

KUNHADI

FOR **RECRUITING ONE OF THE HIGHEST NUMBER OF RUNNERS (1,342)** AND EVERLASTING COMMITMENT TO THE BEIRUT MARATHON ASSOCIATION



MOST ACTIVE NGO

AUTISM (LAS)

FOR **THE REMARKABLE ACTIVATIONS** TO THIS YEAR'S EVENT

VOLUNTEERS

IN 2017, MORE THAN **70% OF OUR VOLUNTEERS** CAME FROM ORGANIZATIONS, WHICH SHOWS A LONG-TERM INVESTMENT FROM COMMUNITY SERVING INDIVIDUALS WHO HAVE BEEN PARTICIPATING WITH US YEAR AFTER YEAR.

Every year, our races become bigger and so does our need for volunteers. Race after race, our community of volunteers has shown that **these members who believe in our message**, are dedicated to their tasks, and are ready for the challenge. Together, we are a task force of constant improvement and positive impact.

447

BANKMED YOUTH RACE VOLUNTEERS

554

SARADAR BANK WOMEN'S RACE VOLUNTEERS

140

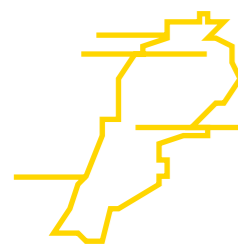
542 TRAINING PROGRAM VOLUNTEERS

3,623

BLOM BANK BEIRUT MARATHON VOLUNTEERS

23,952

HOURS OF COMMUNITY SERVICE CREDITED BY SCHOOLS & UNIVERSITIES



OUR VOLUNTEERS COME FROM ALL WALKS OF LIFE; SCOUT TROOPS, ORGANIZATIONS' MEMBERS, HIGH-SCHOOL STUDENTS, UNIVERSITY STUDENTS, AND TECHNICAL INSTITUTES' STUDENTS

16 -30

YEARS OLD WITH A SPECIAL FOCUS ON AGES 17 TO 21



VOLUNTEERS BREAKDOWN

GREEN VOLUNTEERS

SARADAR BANK WOMEN'S RACE

VOLUNTEERS	ARMY	POLICE MUNICIPALITY	ISF
304	75	100	75

TOTAL: 554

BANKMED YOUTH RACE

VOLUNTEERS	ARMY	POLICE MUNICIPALITY	ISF
347	50	20	30

TOTAL: 447

BLOM BANK BEIRUT MARATHON

VOLUNTEERS	ARMY	POLICE MUNICIPALITY	ISF
2,223	600	250	550

TOTAL: 3,623

542 TRAINING PROGRAM

VOLUNTEERS	ARMY	POLICE MUNICIPALITY	ISF
130	-	-	10

TOTAL: 140



G Association took over making the biggest water stations environment friendly, as 400 volunteers collected 55,000 bottles that were donated to "Arc En Ciel".

Makhzoumi Foundation joined us this year with volunteers who collected plastic bottles at the start line that were taken to be recycled by the foundation itself.

CHEERING AND WATER STATIONS



CHEERING STATIONS

12



CORPORATE

19



NGOs

6



UNIVERSITIES & SCHOOLS

MUSICAL BANDS



WATER STATIONS

6

133



NGO's

4

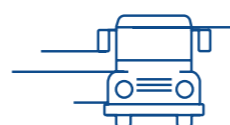
132



UNIVERSITIES & SCHOOLS

5

157



SCHOOLS

2

55



SCOUTS

STATIONS

VOLUNTEERS

TESTIMONIALS



“**SESOBEL** had already joined all the editions of the Beirut Marathon and raised awareness about the disability cause, proving that “everyone’s life, even with disability, is worth being lived as a celebration because love is enduring and because you are my brother” - our creed.

This year was special: people ran for our cause as one large family, at the heart of which the weakest had their place. “Obstacles are part of life. It is up to us to overcome them!”

See you next year!”

**Fadia Safi
SESOBEL**
President and CEO



“It was a pleasure, again this year, for the **Children’s Cancer Center of Lebanon (CCCL)** to take part in the BLOM BANK Beirut Marathon 2017 having more than 1,660 registrants for its cause of treating children with cancer! It is a true testimony to how together we can celebrate hope, and help in saving young lives.

A special thanks to the Beirut Marathon Association for awarding the CCCL as “Best NGO” for this year. We are looking forward to more successes next year and a greater impact in support of the young heroes battling cancer.”

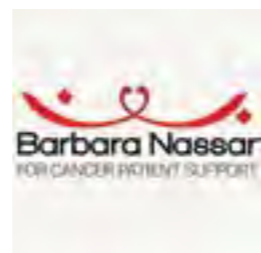
**Mrs. Hana Chaar Choueib
CHILDREN CANCER CENTER**
General Manager



“This was our first experience with the Beirut Marathon, and it was wonderful. The deaf persons enjoyed the Fun Run, especially the atmosphere and interacting with other participants, away from our daily life hassles. Our motto on that day was “We Run for Lebanon; We Run for Peace; We Run for Love”.

Many hearing participants/runners took the time to ask the deaf people about their sign language and even learn a few words. The experience was special, for not only were we part of the positive atmosphere, but we also had an active role in introducing the deaf culture to fellow participants. This has been an eye-opening and unforgettable experience for many of us, thank you Beirut Marathon Association for the great opportunity.”

**Dr. Hussein M. Ismail
THE LEBANESE FEDERATION OF THE DEAF AND THE LEARNING CENTER FOR THE DEAF**
President and Director



“Barbara Nassar Association was founded in 2014 to make sure adult cancer patients follow their treatments with dignity. Our first participation with Beirut Marathon was on November 2017 where cancer patients gathered from all over Lebanon and shared their stories. More members came into the big family as volunteers. As they passed by, thousands of runners joined our volunteers dancing and singing the “Cancer Patient Houwara” at our cheering station. Big thanks to all runners and athletes who ran for this noble cause. Don’t forget what Barbara said:

“Love is the best cure.”

**Suha Abu Farraj
BARBARA NASSAR ASSOCIATION**
Volunteer



“Beirut Marathon is an event that Himaya looks forward to taking part in year after year, as it gives us the opportunity to spread the word about child abuse and break the silence around it. This year, many supporters who believe in our cause chose to run for Himaya and help us prevent child abuse. Thanks to the Beirut Marathon Association, we are able to reach more people and continue our fight against child abuse all around Lebanon.”

**Maria Shaya
HIMAYA**
Communications Coordinator



"After fifteen years, it makes me happy to see that associations around the country understand the importance and the role the marathon plays as a platform for cooperation towards a better society. Our aim is to build on this spirit and strengthen the relations, so we can reach a point where the marathon is the biggest fundraising platform for NGOs who have causes that need support."

Abdallah Abdelnour
Hospitality & Outreach Director



**BLOM BANK
BEIRUT MARATHON**



15 YEARS OF **R**UNNING



PARTNERSHIP

21
BLOM BANK
BEIRUT
MARATHON
APM

1
BLOM BANK
BEIRUT
MARATHON
APM

1
BLOM BANK
BEIRUT
MARATHON
APM

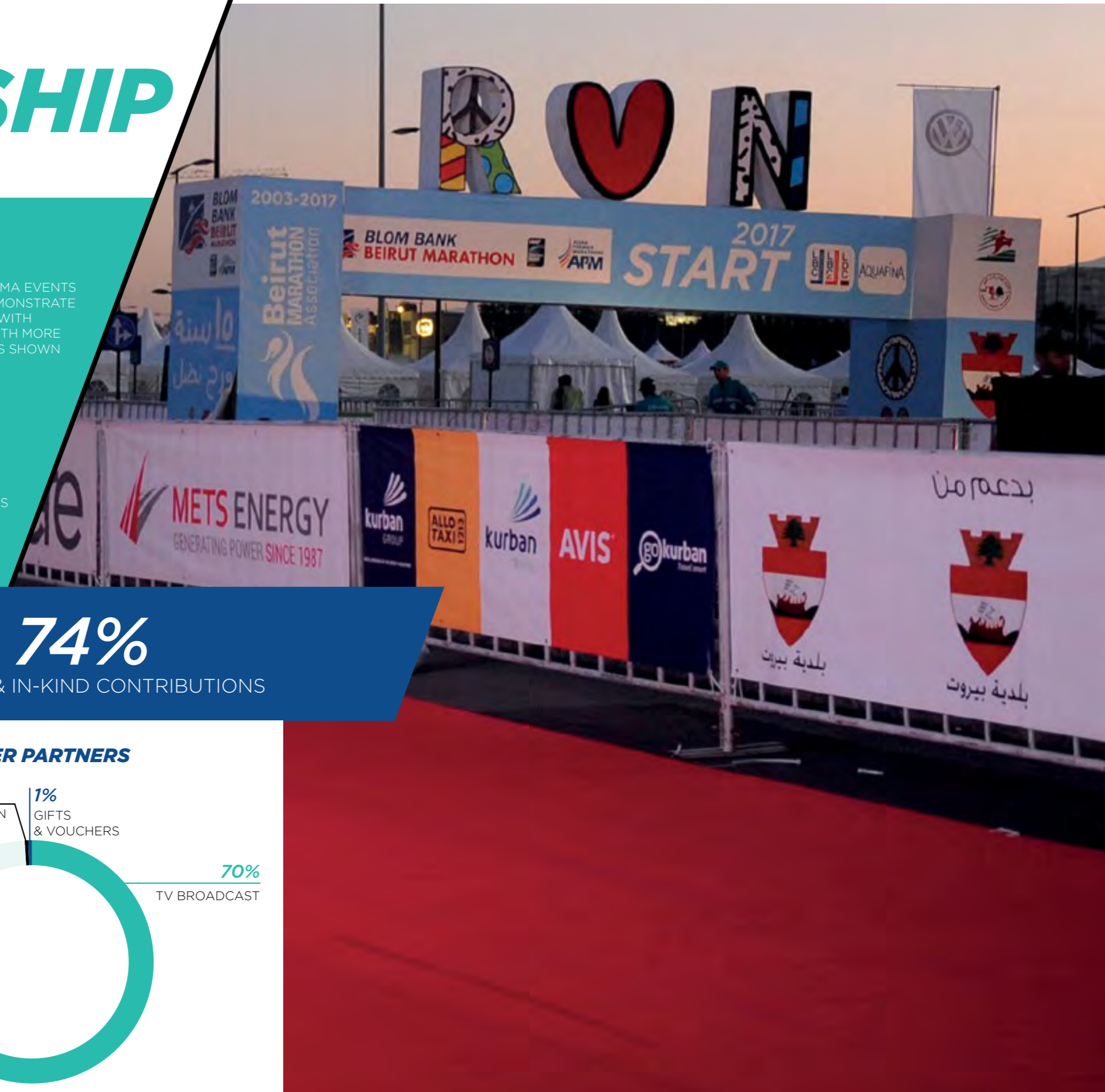
PARTNERSHIP

THE BEIRUT MARATHON ASSOCIATION COUNTS MAINLY ON SPONSORSHIP AS A REVENUE GENERATION.

THE BIG SCALE WITH WHICH THE PRIVATE SECTOR CONTRIBUTES MAKES BMA EVENTS POSSIBLE. ASSOCIATING WITH THEM HAS ALSO PROVEN WITH TIME TO DEMONSTRATE A GOOD RETURN ON INVESTMENT. THE GREAT NUMBER OF PARTICIPANTS WITH A JOYOUS ATMOSPHERE REFLECTS BACK ON THE ENGAGEMENT LEVEL. WITH MORE THAN 250 PARTNERS THROUGHOUT THE YEAR, PARTNERS' RETENTION HAS SHOWN TO BE POSITIVE THROUGH TIME.

2017 PARTNERSHIP HIGHLIGHTS

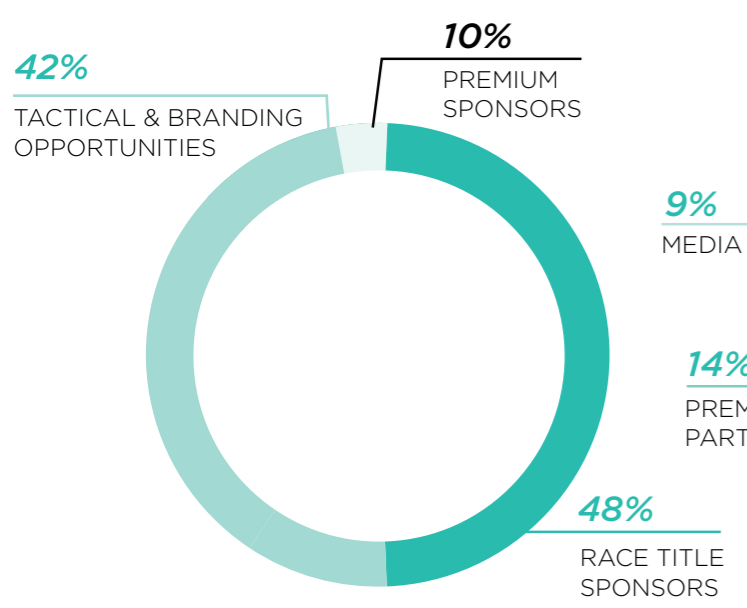
- DIVERSIFYING THE VISIBILITY PLANS TO FIT SMALLER BUDGETS.
- INCLUDING NEW PARTNERS THROUGH THE TRANSMED MARATHON VILLAGE ACROSS A NEW PLATFORM.
- CUSTOMIZING THE PACKAGES ACCORDING TO THE NEEDS OF THE BRANDS THROUGH PERSONALIZED ACTIVATIONS.



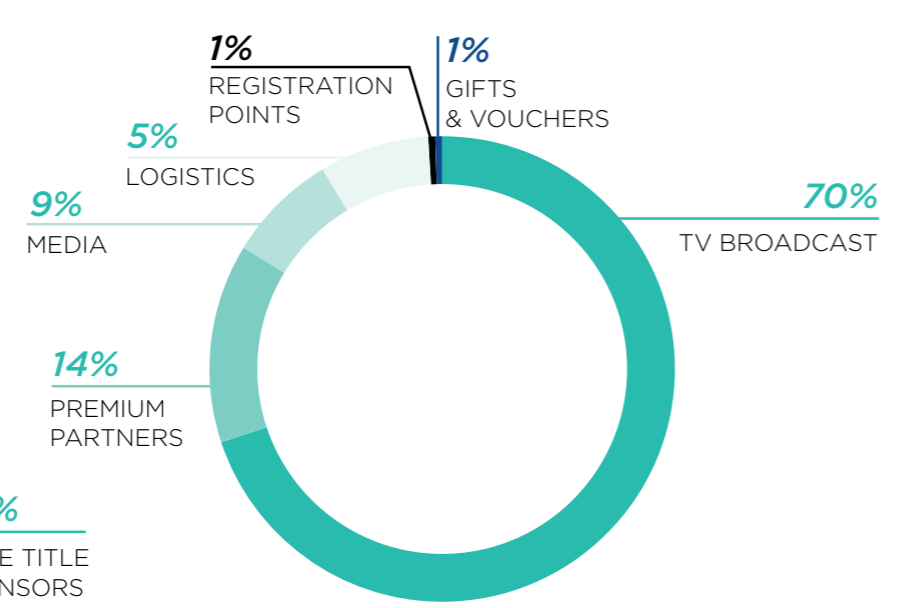
26%
CASH REVENUES

74%
BARTER & IN-KIND CONTRIBUTIONS

CASH PARTNERS



BARTER PARTNERS



THANKS TO ALL OUR PARTNERS FOR THEIR CONTINUOUS SUPPORT



RACE TITLE PARTNERS

BLOM BANK for the Beirut Marathon
BANKMED for the Youth Race
SARADAR BANK for the Women's Race



PREMIUM PARTNERS

Aquafina, Solidere, Water Front City Dbayeh, Grand Cinemas, Commercial Insurance, Volkswagen, Mets Energy, Kurban Group, Wooden Bakery, MEA, Saveurs du Monde, Lancaster Hotels



TACTICAL PARTNERS

City Mall, Spinneys, ABC, Microsoft, Grid International, Liban Post, Cuisine Emm Georges, Le Royal Hotel, Alfa, Castania, BIEL, Ferdinand Hosri Ets



SUPPORTERS

Brandem, Waltex, Medco, Key Nursery, Zawarib, VPS, Al Mawarid Bank, GS, Reston Hotel, USEK, Crepaway, Passion Juice, G-Spa, Puma, Nike, Lucid Investment Bank, Otis, Carrier, Virgin, Dar El Handasah (Shair & Partners), Ethiopian Airlines, Tabbara General, Ghia Holding, Kidz Mondo, Playtown, Hop In, Taqabar

"2017 was marked by a great economic downhill in Lebanon, but with a greater felt implication from the corporate world for our events.

In order to accommodate and include a maximum number of partners within our races, smaller packages were created allowing everyone to participate in his own way. The BMA platforms have proven to be a unique experience of engagement for our sponsors, and joining positive feelings with a brand has shown nothing but positive impact on them.

Going beyond sponsorship, the BMA platforms have mainly served for partnership creation across and within all sectors where boundaries are broken to create a synergy like no other. The socio economic impact remains the main reason behind everyone's participation."



Deenah Fakhoury
Partnership Director



OFFICIAL SUPPORTING PARTNERS

WHO CONTRIBUTE TO BEIRUT MARATHON ASSOCIATION'S SUCCESS

- Ministry of Youth & Sports
- Ministry of Tourism
- Ministry of Interior & Municipalities
- Ministry of Public Works and Transportation / CDR
- Ministry of Public Health
- Ministry of Education and Higher Education
- Ministry of Social Affairs / Higher Council for Childhood
- Ministry of Foreign Affairs
- Ministry of Telecommunications
- Ministry of Culture
- Lebanese Armed Forces
- Internal Security Forces
- General Security
- National Security
- Airport Management
- Lebanese Athletics Federation
- Association of Certified Public Translators

Municipalities of:

Beirut
Antelias-Naccache
Bourj Hammoud
Furn El Chebbak-Ain El Remmaneh
Jdeideh-Bauchrieh-Sed
Jal El Dib-Bkennaya
Zalka-Amaret Chalhoub

Aley
Baabda-Louaize
Batroun
Chiyah
Damour
Dbayeh
Dekwaneh
Hazmieh
Jadra
Jbeil
Jieh
Jounieh-Haret Sakher
Naameh-Haret El Naameh
Rmeileh
Sin El Fil
Sibline



For the past years, the sports sector in Lebanon has been witnessing an admirable rise in different areas, enabling our country a great representation in many renowned international events. Today, the Beirut Marathon Association is perceived as the Godmother of races and distance running after growing the annual marathon to be a silver label one certified by the International Association of Athletics Federation.

The Beirut Marathon has proven its commitment as non-profit to further the culture of running by organizing world class marathons that transcend the race itself to influence the whole economy. The association's annual report for year 2017 extensively shares relevant numbers and information on the logistical and organizational aspects of their work. The report also includes a full study on the impact that races have on the economic cycle of the country.

This annual report is a great reference and offers transparent information about the mechanisms conducted by the Beirut Marathon Association as per set rules and guidelines.

I hereby wish you and your team all the best and great success as you run forward.

H.E. Saad Hariri
Lebanese Prime Minister

KEY OFFICIALS' TESTIMONIALS



MOHAMMAD FNEISH
MINISTER OF SPORTS AND YOUTH

"The Beirut Marathon Association (BMA) is considered to be an active association that plays an important role in organizing world-class running activities and events across Lebanon. Since its inception in 2003, BMA was able to spread the culture of "running" in different Lebanese regions.

BMA is leading in promoting this culture through its annual race event. This race proved to be a tremendous success year after year, as evidenced by the record-breaking participation witnessed annually at both the local and international levels.

The importance of BMA's activities is that they have contributed to reinforcing national unity. BMA has also received several honorable awards and signed partnerships with leading international organizations.

Finally, I would like to thank and express my genuine appreciation to your respected organization, president and team, for your hardwork, persistence, and positive impact on our beloved country, with my sincerest wishes for future success to come."



H.E. JUDGE ZIAD CHEBIB
GOVERNOR OF BEIRUT

"Since day one as the Governor of Beirut I have strongly supported the Beirut Marathon Association, only because I thoroughly believe that it is more than just a road race.

The Beirut Marathon is deemed to be the founder of a civilized and healthy culture in Lebanon: "the culture of running"; A culture that motivates you both physically and morally because you run with your legs for your health and with your heart for your cause.

The Beirut marathon has a visible positive impact on individuals and on the city of Beirut due to the rewarding feelings that stem from running the streets of our beloved and hospitable city. Today, the Marathon has undoubtedly become one of the most anticipated events in Beirut, welcoming people from all over the world to join us in running a world class certified marathon.

I am proud to have supported the Beirut Marathon for the past years, for I am very passionate about the mission and the values the association stands for. Looking forward to a continued support and partnership in the forthcoming years, wishing the association more successes and achievements that reflect back positively on the city of Beirut and our country Lebanon."

ROLAND SAADE
PRESIDENT OF LEBANESE ATHLETICS FEDERATION

"Partnership first starts with the family. Parents choose to work together to build bridges between their children. By the same token, and just like a family, the Lebanese Athletics Federation has forged a profound and solid partnership with the Beirut Marathon Association.

Year after year, we have grown more confident about the absolute professionalism in their work, all the more so because their president is anything but an amateur who would allow the time to go by without developing this sport. In the early years, the event was focused on one discipline, namely the 42,195 KM race. However today, the Association's agenda features many other races, including the women race, the half marathon, and the Youth Race. The latter specifically highlight the much commendable attention given to the rising generations.

When speaking of the excellent organization of the event, outsiders may accuse us of exaggeration; but in his handwritten letter, the IAAF President, Lord Sebastian Coe testified to the flawless, professional organization of the event and the level of competences that match up to the Arab and even European standards. President Coe was equally impressed by the world-class logistics management rivaling that of the IAAF itself. Moreover, all athletes, be it champions or amateurs, who regularly participate in international marathons, eagerly wait for the annual three races organized by the Beirut Marathon Association. Every race always ends up with great success that translates into positive feedback all over the media, thus confirming once again the high-level professionalism in logistics and organization. As a Federation, we are always delighted to see the steady growth of the event underpinned by a visionary approach and error-based learning.

In conclusion, these races positioned themselves firmly on the international map. The figures speak for themselves as the number of participants reached approximately 48,000, which is the greatest testimony to the organizer's caliber.

Long live Lebanon, long live sports."



PARTNERS' TESTIMONIALS



SAAD EL AZAHARI
BLOM BANK CHAIRMAN AND GENERAL MANAGER

"BLOM BANK BEIRUT MARATHON is perhaps the best indicator of how Lebanese society can overcome its political differences and economic problems and to organize and excel in a world class cultural and sports event. We at BLOM BANK are actually honored to be the main sponsor of this event and to proudly support its simple yet profound motto "Peace, Love, Run". The Marathon's goals agree perfectly with the Bank's mission to be a socially productive agent in Lebanon's civil society, and to be of tremendous service to the community in terms of supporting humane causes and elevating the culture of sports."

SELIM BOUTROS
DIRECTOR OF KURBAN GROUP

"Taking part in the yearly BLOM Bank Beirut Marathon has become a tradition for Kurban Group. Our team, their families, friends, and all the people who belong to the cause of the Children's Cancer Center of Lebanon, participated in the 8 KM fun run in the 15th edition of BLOM BANK BEIRUT MARATHON on Nov 12, 2017. Throughout the past years, we have developed a mindset for running and we are continuously aiming to increase our number of participants each year. We believe this partnership is of great value to our community."



MR. EMILE MABRO
CHIEF EXECUTIVE OFFICER ETS. F. A. KETTANEH S.A.

"We strongly believe that Volkswagen has a great role to play in supporting the Beirut Marathon as one of the most important national events in Lebanon and in the Middle East."

What started as a sponsorship for the lead cars rapidly grew into a real partnership where we exchange expertise and knowledge to make this event exceptional. We are looking forward to the upcoming years events, enhancing the Lebanese economy and paying back to the community."

MARIO SARADAR
CHAIRMAN / CEO OF SARADAR BANK

"Our involvement in the Women's Race is aligned with our corporate culture and values, as we believe in women empowerment and the positive effects of sports on the community. The majority of our colleagues are women and this illustrates our belief in gender equality. We actively seek to consolidate women's role in the advancement of society and to strengthen their integration in the workplace, hence contributing to women's well-being and development."

We have confidence in the power of sports and support sports initiatives and young Lebanese athletes through Fondation Saradar. Our engagement in sports and in running more particularly is so strong and sustained that we have also launched "let'S run", our track & field federated club."

I would like to take this opportunity to thank the Beirut Marathon Association for their hard work and commitment that have highly impacted the running culture in Lebanon, bringing people together and around great causes. Thank you again for all your efforts. We look forward to the 2018 edition of the Women's Race and to continuing our fruitful collaboration in the coming years."



 **BLOM BANK**
BEIRUT MARATHON
NOV. 12, 2017

15 YEARS OF
ROUNNING

REGISTER BEFORE
OCT 22, 2017
beirutmarathon.org



COMMUNICATION

MEDIA

WE THANK ALL OUR MEDIA PARTNERS FOR ACCOMPANYING US THROUGHOUT 15 YEARS OF RUNNING!

Without the media support, The Beirut Marathon wouldn't be able to share its events, programs and values with the Lebanese community and the world. We thank all our media partners for accompanying us throughout 15 years of running, and we look forward to many more years filled with great stories to tell and successful events to share.

Every year holds a great amount of media partnerships and 2017 was one of the best as all entities worked together to communicate different aspects of Beirut Marathon races from logistics to international participation and social impact.

WE, AT THE BEIRUT MARATHON ARE HONORED TO HAVE THE MEDIA AS PARTNERS IN OUR EVENTS AND RACES, AND ARE GRATEFUL FOR THE PASSION AND CREATIVITY THAT THEY BRING TO THE COVERAGE OF OUR RACES AND FUNCTIONS.



TV PARTNERS:



RADIO PARTNERS:



NEWSPAPERS:



MAGAZINES:



LED NETWORKS:



ONLINE NEWS PLATFORMS:



2017 MEDIA REPORT

BANKMED YOUTH RACE 2017 FEBRUARY 24 - APRIL 10

SARADAR BANK WOMEN'S RACE 2017 APRIL 15 - MAY 28

209 
SPOTS ON 3 TV STATIONS

500 
SPOTS ON MIX FM & VDL

6 
BRIDGE LOCATIONS

220 
SPOTS ON 3 TV STATIONS

500 
SPOTS ON MIX FM & VDL

4 
BRIDGE LOCATIONS

50 
LED NETWORK LOCATIONS
(PROMOMEDIA, GROUP PLUS, PIKASSO)

20,000 
SMS SENT

20 
LED NETWORK LOCATIONS
(PROMOMEDIA, GROUP PLUS, PIKASSO)

2 
WALLS & FENCES LOCATIONS

6 
PRE STRUCTURES

200 
STREET SIGNS

3 
WALLS & FENCES LOCATIONS

5 
TOWERS

200 
STREET SIGNS

3 
MAGAZINES

5 
TOWERS





BLOM BANK BEIRUT MARATHON 2017
 SEPTEMBER 5 - NOVEMBER 23

1,191 
 SPOTS ON 5 TV STATIONS

983 
 SPOTS ON MIX FM & VDL

7 
 BRIDGE LOCATIONS

35 
 NEWSPAPER ADS

9 
 AIRPORT DIE CUTS INSTALLATION

68 
 NEWSPAPER ARTICLES

100 
 LED NETWORK LOCATIONS
 (PROMOMEDIA, GROUP PLUS, PIKASSO)

107,000 
 SMS SENT

16 
 TV INTERVIEWS

8 
 RADIO INTERVIEWS

65 
 NEWS PROGRAMS

200 
 STREET SIGNS

3 
 WALLS & FENCES LOCATIONS

15 
 TOWERS

8 
 MAGAZINES

9 
 PRE STRUCTURES

3 
 INTERNATIONAL COVERAGE
 (ESPN RUN, CNN, CCTV)

1 
 ROMERO BRITTO
 "RUN" STRUCTURE



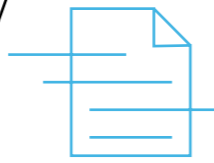
MOBILE APP DOWNLOAD

8,654 

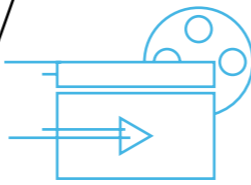
5,803 



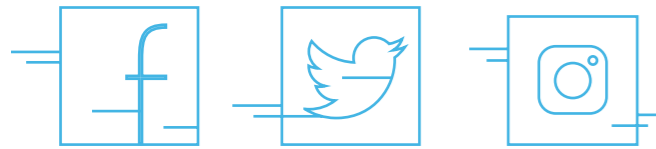
43,256
USERS



8,735
BLOGS



288
CINEMAS
(3 THEATERS,
2 LOCATIONS)



130,913
LIKES

7,388
FOLLOWERS

16,500
FOLLOWERS

#RKD

4,3 MILLION IMPRESSIONS

#15YEARSOFRUNNING

1,1 MILLION IMPRESSIONS

#BEIRUTMARATHON

1,7 MILLION IMPRESSIONS

MOST READ BLOG POST

4,646



"In the world of communication, having the right team is key! I feel blessed to work with talented and capable team members who understand what we are and are passionate about what we do."

The Beirut Marathon Association is a school where we all learn to create campaigns with love and deliver with professionalism. Seeing thousands take the streets of Beirut every year is the biggest testimony to our success in delivering a message of health, well being, togetherness and athleticism to the Lebanese community and the world. I am honored and proud to be part of this esteemed organization, and happy to deploy my skills to create a more positive change on the communication level."

Mandy Bassil Germanos
Communication Director



**REGISTRATION
POINTS**

15 
STANDS

13 
STANDS

9 
STANDS

1 
STAND

74 
REGISTRATION POINTS IN
ALL BRANCHES

1 
STAND

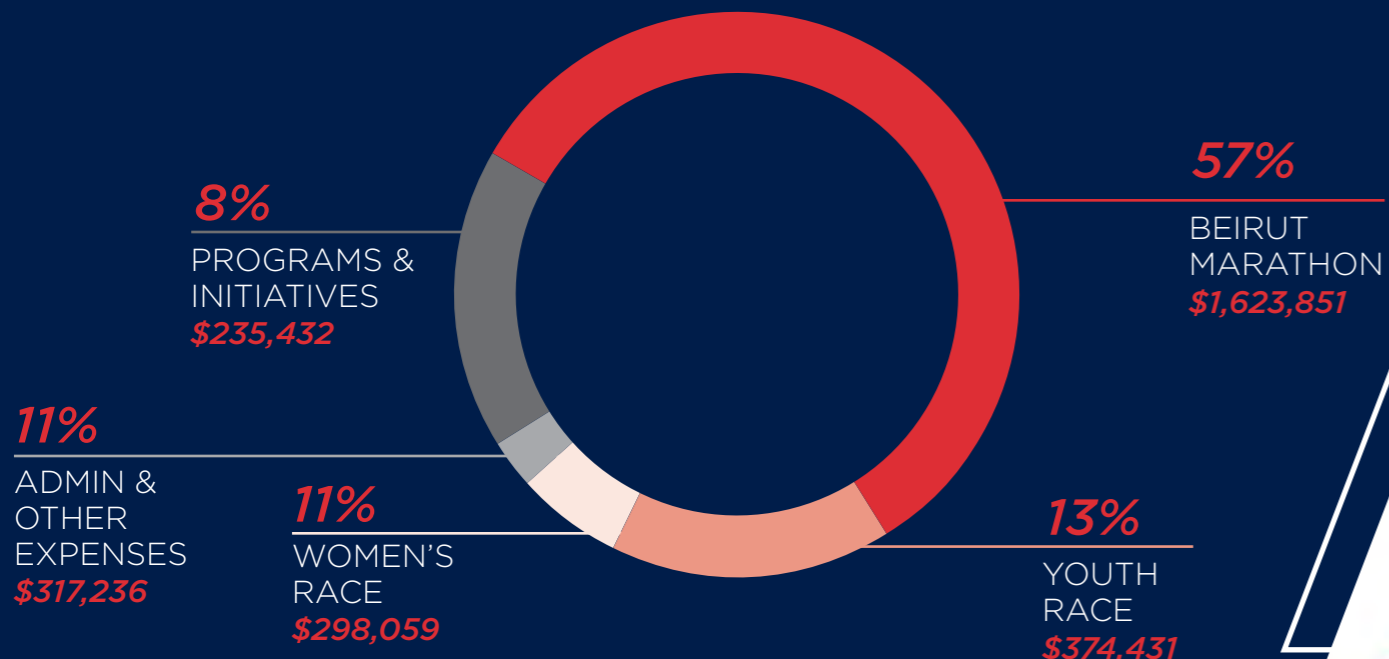


FINANCIALS

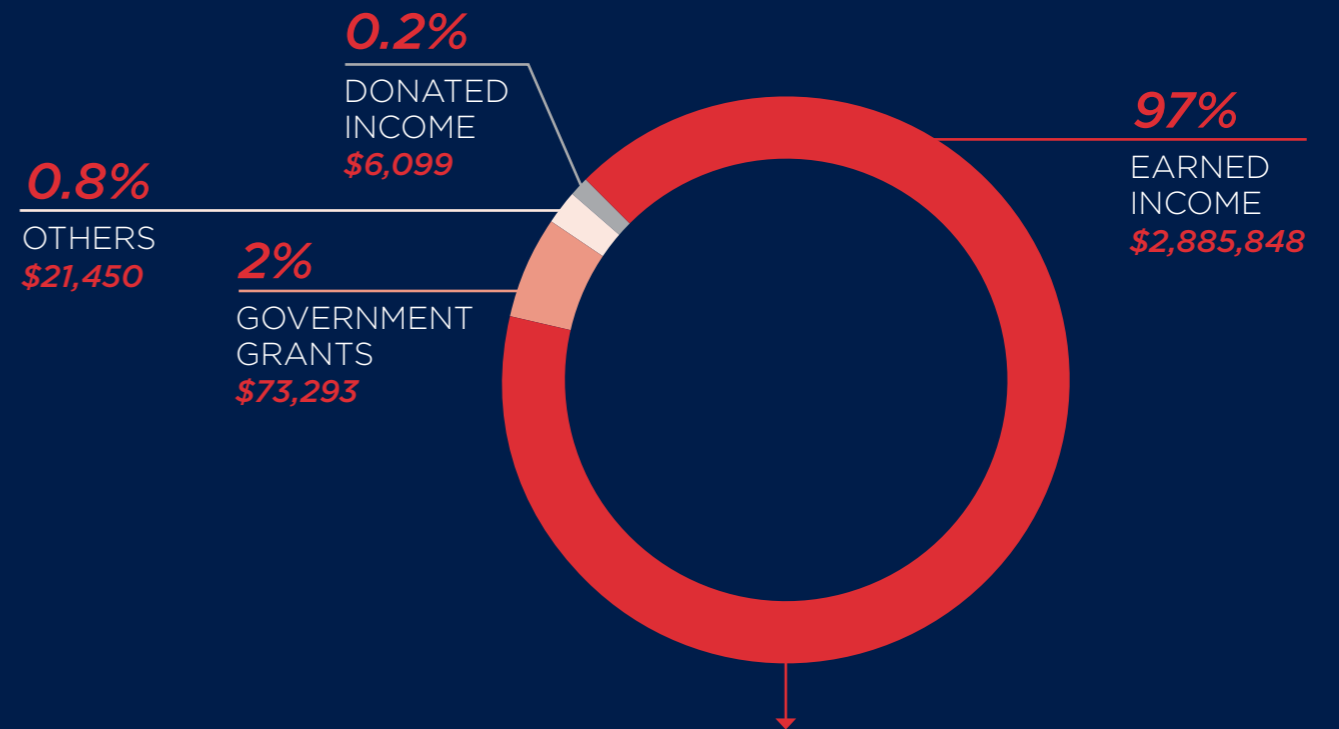
2017 BEIRUT MARATHON ASSOCIATION IN NUMBERS



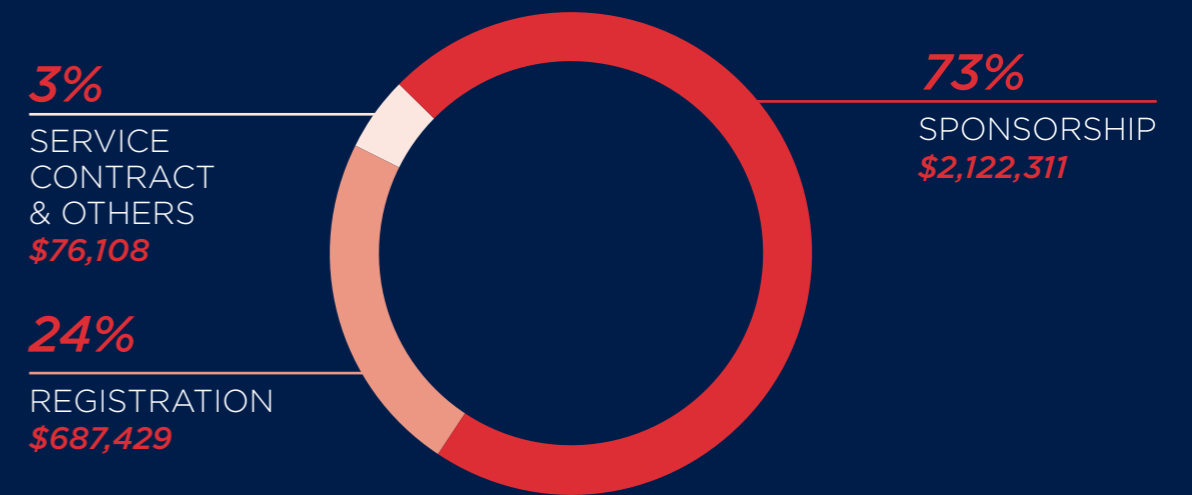
EXPENSES DISTRIBUTION



INCOME DISTRIBUTION



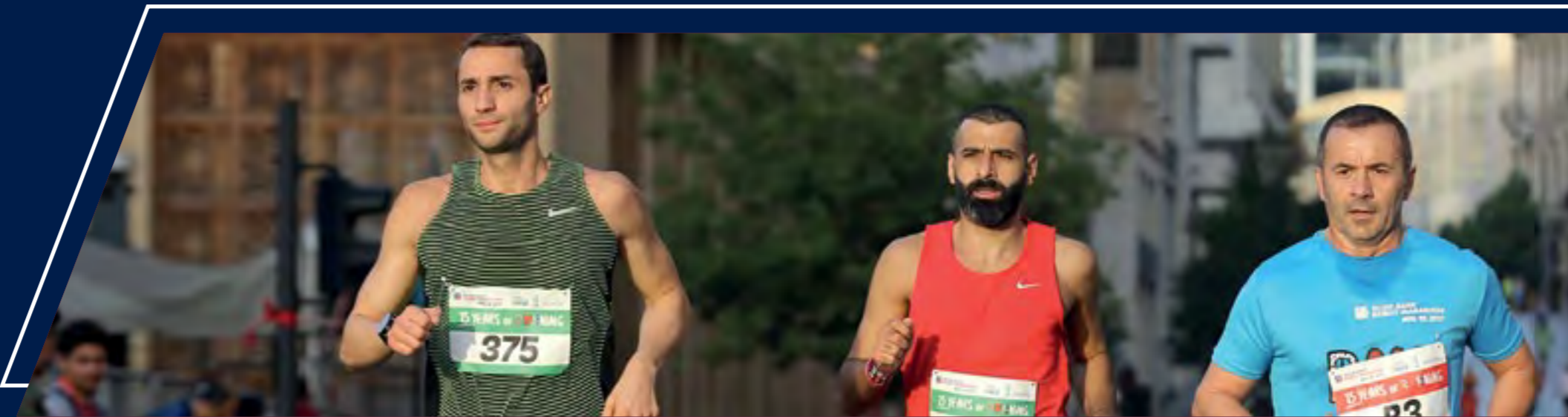
EARNED INCOME BREAKDOWN



Working at the Beirut Marathon Association has been one of the most challenging experiences in my professional life. What makes it stand out is that every single employee has a stake in the association's success because we are very team driven and focused on one vision and mission, we operate in a way that puts collective goals ahead of individual glory and we continue to succeed because we are a humble organization that can rise above any challenge. Managing this department is strictly focused on providing the best accounting and finance personnel, the accounting process is a sequence of organization activities that is used for gaining quantitative information about the finances because accounting information is a system of interrelated processes which represent financial data, required for strategic planning, setting out objectives, and decision making.

Diala Abou Saeed
Accounting Director

IAAF ROAD RACES MARATHON TICKET PRICES



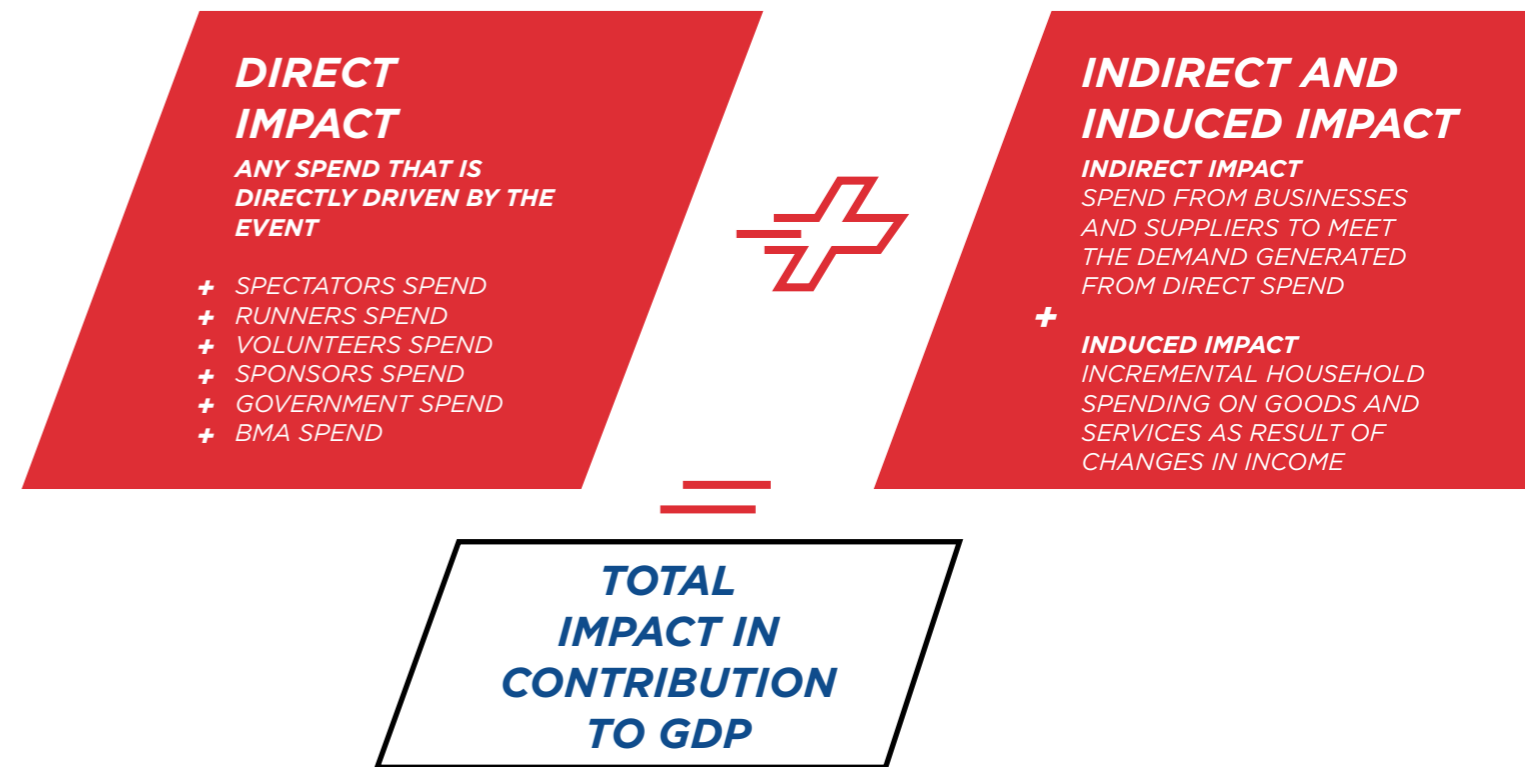
SOCIO-ECONOMIC IMPACT

For the second consecutive year, the Beirut Marathon Association collaborated with Strategy&, part of the PwC network, a global strategy consulting firm on its impact report to capture and materialize the realized returns of the Beirut Marathon Association events on the Lebanese economy. This comes as a result of holding its major events and programs including - but not limited to - BLOM BANK BEIRUT MARATHON, BANKMED Youth Race, Saradar Bank Women's Race, MySchoolPulse Race, 510 and 542 training programs, Donate Your Running Shoes initiative and Ability Program.

The report demonstrates how events and programs organized by Beirut Marathon Association drive economic and social growth. It aims to quantify the total amount of funds spent specifically for events and programs organized by the association, estimating the direct spending in the economy by event and program participants, spectators, the association itself, as well as, the indirect and induced impact generated.

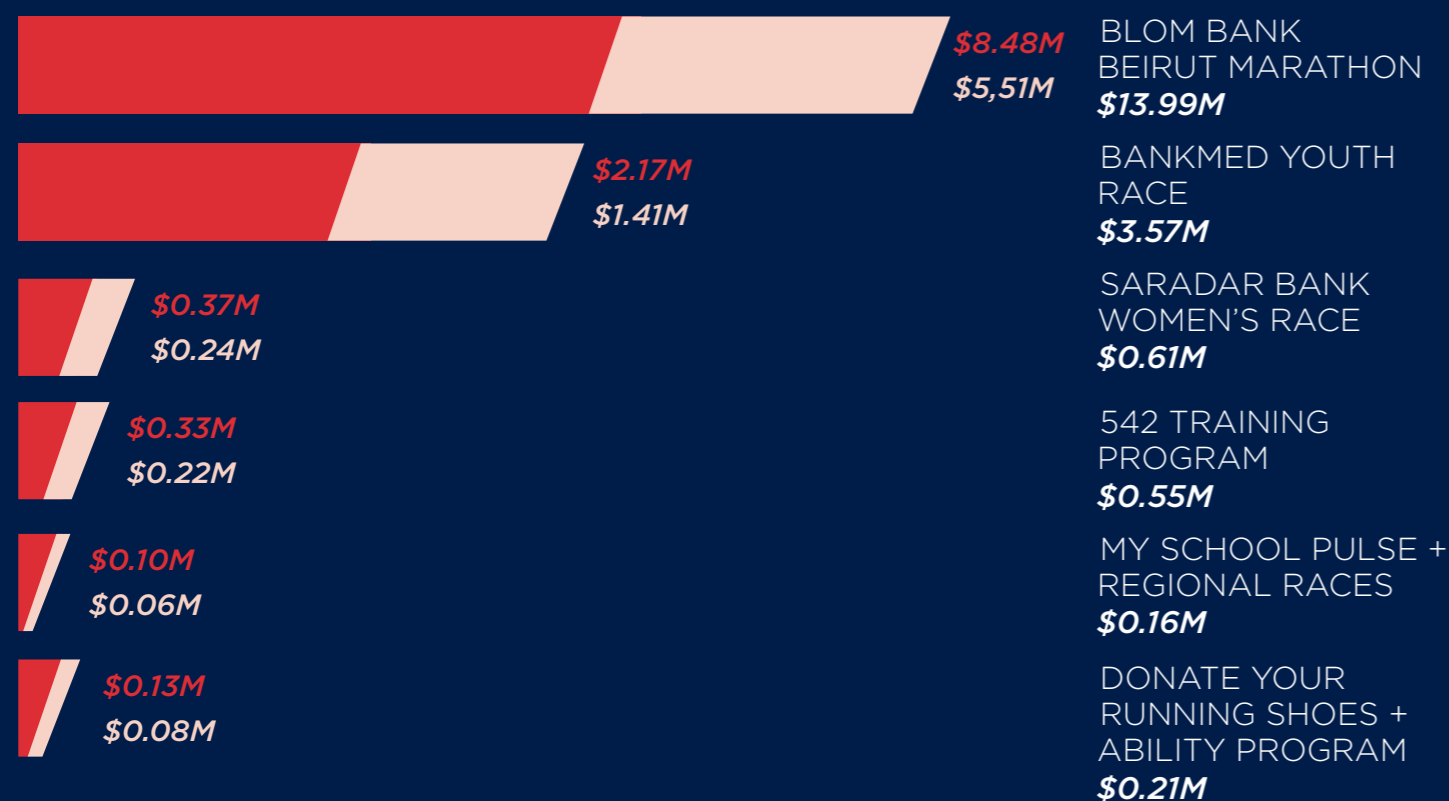
THE ECONOMIC RETURNS COME FROM DIRECT AS WELL AS INDIRECT AND INDUCED CONTRIBUTIONS TO THE GDP

THE REPORT ALSO AIMS TO HIGHLIGHT AND QUANTIFY POSSIBLE KEY AREAS OF SOCIAL IMPACT.



THE OVERALL ECONOMIC IMPACT OF BEIRUT MARATHON ASSOCIATION INITIATIVES IS \$19.1M

2017 BEIRUT MARATHON ASSOCIATION DIRECT, INDIRECT AND INDUCED IMPACT BY INITIATIVE (USD MN)



\$11.58M

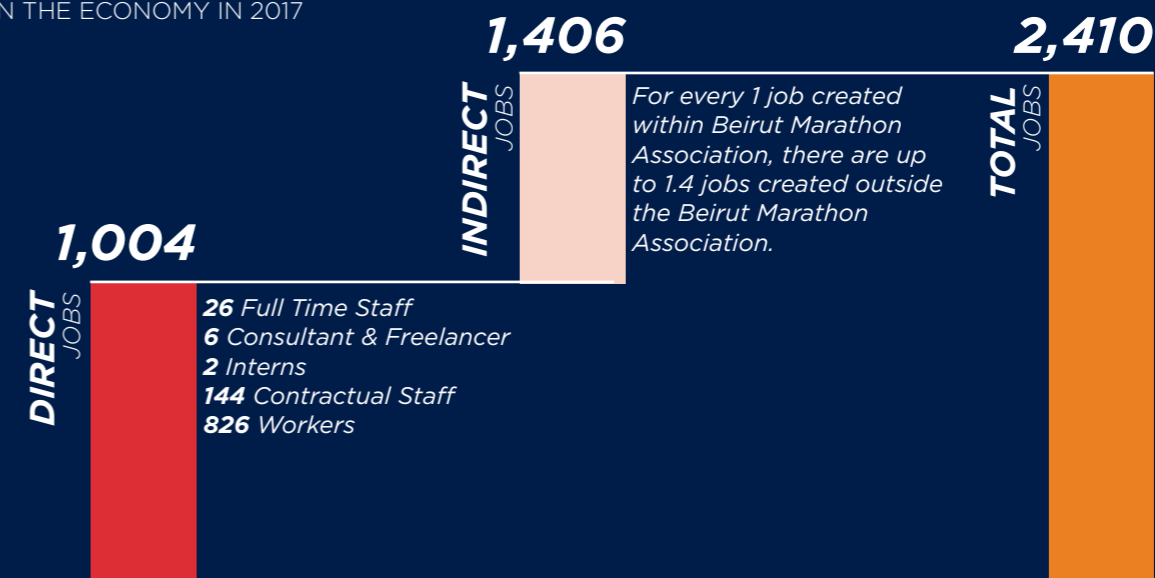
\$7.52M

TOTAL: \$19.10M

█ DIRECT IMPACT █ INDIRECT IMPACT

2017 BEIRUT MARATHON ASSOCIATION EMPLOYMENT IMPACT

BEIRUT MARATHON ASSOCIATION HAS CONTRIBUTED TO THE CREATION OF 2,400 JOB OPPORTUNITIES IN THE ECONOMY IN 2017



26 Full Time Staff
6 Consultant & Freelancer
2 Interns
144 Contractual Staff
826 Workers

IN ADDITION TO THE IMPACT IT CREATED IN GDP CONTRIBUTION, THE BEIRUT MARATHON ASSOCIATION ALSO GENERATES SOCIAL IMPACT AROUND FIVE DIMENSIONS

SOCIAL IMPACT DIMENSIONS



BEIRUT MARATHON ASSOCIATION'S INITIATIVES CAN HELP MINIMIZE HEALTHCARE COSTS THAT ARE DIRECTLY ASSOCIATED WITH PHYSICAL INACTIVITY.

Physical inactivity incurs high medical costs and is the fourth leading cause of mortality worldwide as it contributes to cardiovascular diseases, cancer, type 2 diabetes, falls resulting in fractures etc. The cost of inactivity is estimated at **2%* to 8%** of the national healthcare bill according to the World Health Organization WHO. In Lebanon, this potentially amounts to **\$150M**. By driving more people to sports through running, the Beirut Marathon Association helps reduce this burden on the healthcare bill and the Lebanese Economy.

BY PROVIDING SUPPORT AND RESOURCES TO ORGANIZATIONS THAT ARE ENCOURAGING HEALTHY HABITS, COMMUNITIES CAN REDUCE THE RISKS AND COSTS OF PHYSICAL INACTIVITY.

* Source: "Physical Inactivity and Sedentary Behavior Report 2017" British Heart Foundation National, Centers for Disease Control and Prevention, World Health Organization.



THE TEAM



MEET THE TEAM

The Beirut Marathon Association was founded in 2002 at the initiative of Mrs. May El Khalil with the purpose of promoting the running culture in Lebanon & with a clear vision to become the leading running organization in the Middle East.

The Beirut Marathon Association is a Lebanese Non-Governmental Non-Profit Organization, independent of all political & religious affiliations, registered under the Ministry of Youth & Sports under number 103/SH.R.



First of all this role is a great honor and a privilege for me to be able to assist and stand for Lebanon, a country with such a rich history and such a great people. Secondly, knowing all efforts and amazing achievements that BMA team is able to do year after year I am also very proud to promote their highly inspiring results in my region.

Finally being an international coordinator of such valuable organization it also brings a responsibility and a duty to do well organized and coordinated work that will support the work of my BMA colleagues.

Erol Mujanovic
Director "Marathon" Sarajevo

EXECUTIVE BOARD

- President** Mrs. May El Khalil
- Vice President** General Retired Hassan Rustom
- General Secretary** Mr. Hassan Muhieddine
- Treasurer** Mrs. Ilham Hmeidan El Fakih
- Accountant** Ms. Nabila El Fakih
- Members** Mrs. Rose Mary Boulos
Mrs. Najla El Khoury

HONORARY COMMITTEE

- Mr. Antonio Vincenti
- Mr. Faysal El Khalil
- Mr. Ghassan Hajjar
- Mr. Mazen Hanna
- Mrs. May El Khalil
- Mr. Micky Chebli
- Dr. Nadine Panayot Haroun
- Mr. Pierre Gaspard
- H.E. Mrs. Raya Haffar El Hassan
- Mr. Richard Haykel

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- Mr. Antonio Vincenti
- Mr. Bassam Nassar
- Mrs. Berthe Chagoury
- Mr. Carl Bistany
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- Mrs. Micheline Chammas Garzouzi
- Mrs. Mona Shour
- Mrs. Mouzayane Ajami
- Mrs. Rose Mary Boulos
- Mrs. Sophia Kassem
- Mr. Talal Shair
- Mr. Thomas Abraham
- Me. Uthman Arakji
- Mr. Walid Tabet
- Me. Ziyad Baroud

BUILDING BRIDGES WITH THE WORLD



ORGANIZATIONAL CHART

PRESIDENT
MAY EL KHALIL

CEO
PETER MOURACADE

VICE PRESIDENT

GENERAL RETIRED
HASSAN RUSTOM

SENIOR MEDIA CONSULTANT

HASSAN MUHIEDDINE

PROTOCOL SUPERVISOR

BASHIR SAKKA

FOREIGN EMBASSY AFFAIRS COORDINATOR

MONA SHOUR

ADMINISTRATION

ACCOUNTING

HOSPITALITY & OUTREACH

PARTNERSHIP

RACE

COMMUNICATION

**ADMIN & OFFICIAL
RELATIONS DIRECTOR**
ILHAM EL FAKIH

PROCUREMENT MANAGER
ABBAS AYOUB

TIMING, IT & ARCHIVING
MANAGER
BASSEL EL FAKIH

WAREHOUSE MANAGER
MOHAMAD ABILMONA

OFFICE RUNNER
MOHAMAD JAAFAR

OFFICE KEEPER
MICHELINE KANAAN

**ACCOUNTING
DIRECTOR**
DIALA ABOU SAEED

ACCOUNTING OFFICER
LILIANE GHANEM

CASH MANAGER
FATEN DOUGHAN

**HOSPITALITY & OUTREACH
DIRECTOR**
ABDALLAH ABDELNOUR

HOSPITALITY & OUTREACH
MANAGER
MYRNA MERHEJ

HOSPITALITY & OUTREACH
COORDINATOR
DANIELLA KHALIL

ADMIN & OUTREACH OFFICER
RIMA NEHME

**PARTNERSHIP
DIRECTOR**
DEENAH FAKHOURY

PARTNERSHIP
ADMINISTRATIVE
MANAGER
RAMZI GEAGEA

**RACE
DIRECTOR**
WISSAM TERRO

RACE OPERATIONS
MANAGER
FRANCOISE NEHME

REGISTRATION
COORDINATOR
PATRICK NICOLAS

RACE COORDINATOR
ALBERT CHEAIB

LOGISTICS & BRANDING
COORDINATOR
AYMAN YACCOUB

LOGISTICS COORDINATOR
JOSEPH ABOU SAAD

**COMMUNICATION
DIRECTOR**
MANDY BASSIL

CREATIVE CONSULTANT
SAFA SALEM

JUNIOR COMMUNICATION
COORDINATOR
RAWAD KOTBAN

JUNIOR COMMUNITY
MANAGER
CARLA MATTA

JUNIOR GRAPHIC
DESIGNER
YARA SAAD

GRAPHIC DESIGNER
MOHAMAD YATIM

VIDEO PRODUCTION
& ARCHIVING MANAGER
MAHER ABILMONA

EDITOR & VIDEOGRAPHER
GEORGES HELOU

THE RUNNER MANTRA

*When we run, we feel good.
We run more, to feel better.
When we feel better, we become better people.
We achieve inner peace.
We accept who we are.
We are confident.
We are tolerant.
We are in tune with our environment.
We smile more.
We live more.
We see the world differently.
We let go of our grudges,
And of all the extra baggage holding us back.
We move forward, stronger.
We radiate more positive vibes.
We advocate running.
We advocate PEACE.*

WE ARE PEACERUNNERS

STAFF TESTIMONIALS



SAFA SALEM "Once you're a Beirut Marathon team member, your life changes forever. There is something about working in this environment that makes you addicted to the spirit of giving and being part of its mission to move and unite people through running. To entice healthy change in a community is huge and a big part of the success lies in the journey. **The journey is the everyday brainstorming, communication, design, ideation and creation and that's what counts!**"



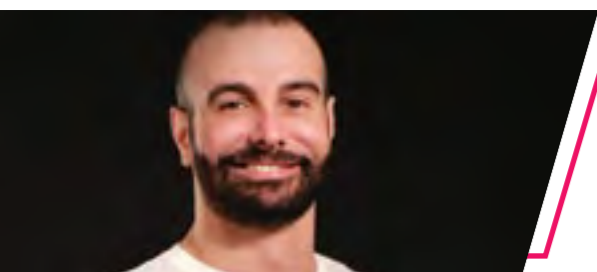
ABBAS AYOUB "2017 was one of the most challenging years of my career. The integration of the Marathon Village, also maintaining and raising the quality of our programs and races, added a new level of complexity to my work. In addition, closing deals with our suppliers was far from being easy. However, all the efforts paid off and the year turned out to be a real achievement. We always aim to be better as a Team. **Team = Together Everyone Achieves More.**"



ALBERT CHEAIB "The best & most rewarding part about my job is watching the running community grow over the years. "Sports Development" engages the Lebanese community in breaking social barriers, unfortunately present in our everyday lives. Our yearly races and programs, such as the BLOM BANK BEIRUT MARATHON and the "542", give Lebanon an international spotlight to show the world that we are not what they see or hear on TV every night. The world gets a chance to see Lebanon the way it really is; a collection of very different people in a very small and unique place, **doing the best they can to get along and live together, while everyone around us tells us we cannot.**"



AYMAN YACCOUB "This year, the amount of logistics, installations and dismantling needed to be executed upon our races was enormous! Yet, the success that followed, made my whole experiences so rewarding. **2017 was by far the most challenging and the most successful year of my previous 7 years of work with the Beirut Marathon Association.**"

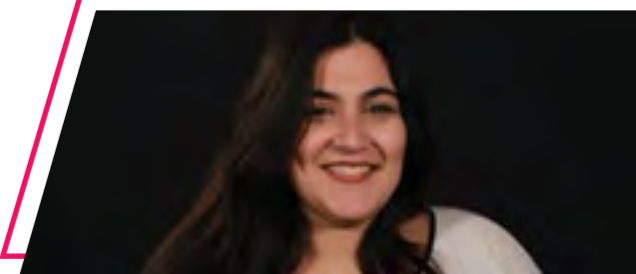


BASSEL EL FAKIH "I'm proud to be a part of this exceptional organization, its initiatives, mission, vision and values, and fulfilling them with integrity. **I am what I do, I am BMA and I am proud to be part of something special.**"

CARLA MATTA "You never know how much it takes to prepare a marathon until you are part of it. **I'm proud to have met such supportive colleagues and to be a member of the Beirut Marathon family.**"



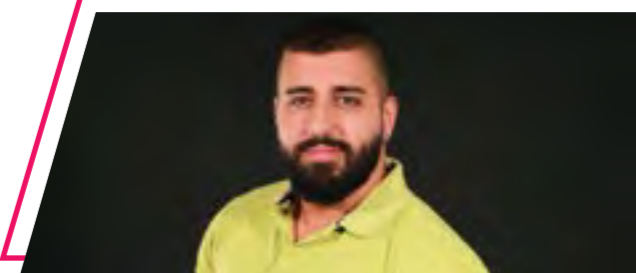
DANIELLA KHALIL "This year has brought a lot of new challenges and opportunities to develop. I am grateful for getting the chance to **test new limits and seeing its impact with better results.**"



JOSEPH ABOU SAAD "I spent my youth running after a trophy as a volleyball player & transporting injured players as a volunteer in the RED CROSS. **Being part of the Beirut Marathon Association is a dream comes true, as it combines sports & social values in one organization.**"



MOHAMAD YATIM "Proud means working for BMA and seeing your work spreads all over the world. At BMA i wear a smile because I am confident that my contagious smile will spread to my colleagues and will build a stronger team who is able to deliver the same smile across thousands of faces. **BMA is more than just work, it is a vision, a drive and a family.**"

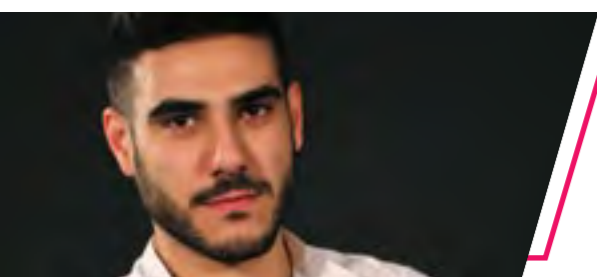


MYRNA MERHEJ "Coming from a hospitality background, I have handled various projects with the Beirut Marathon since 2013. Today, I feel happy and proud that I joined the team as a permanent employee, **which gives me the chance to see the world of sports from a new perspective.**"





MOHAMAD ABILMONA "It's always comforting to realize the importance of sports in our life. I can't but be happy of all running events that take place all over Lebanon throughout the year, **even if they require working on weekends to provide the logistical support.**"



GEORGES HELOU "Working with Beirut marathon has given me the opportunity to combine what I do with sports. This has allowed me to implement myself in a field that is different and more challenging than what I'm used to. **I'm grateful for the opportunity to combine arts and sports.**"



RAMZI GEAGEA "After working with the Beirut Marathon Association for over 6 years and working closely with the private sector, I can say that the Association and its events have been able to maintain their growth for **more than 15 years due to the continuous partnerships with the corporate world.**"



LILIANE GHANEM "Being in this position requires from me to handle a big responsibility which is both challenging and fulfilling, where I can summarize it by art of managing accounts. The essential base of a teamwork is the ability to work as a group toward a common vision, even if that vision becomes extremely blurry at times. **As Beirut Marathon Association members we share one language, involuntary, we became runners ourselves.**"



RIMA NEHME "The Beirut Marathon association represents a core part of my life. Throughout the last 15 years, I have grown within this entity by learning, overcoming all kind of challenges and mostly **enjoying the unique spirit of this association.**"



MOHAMAD JAAFAR "The Beirut Marathon Association's vision and mission is what **keeps us driving towards a better future.**"



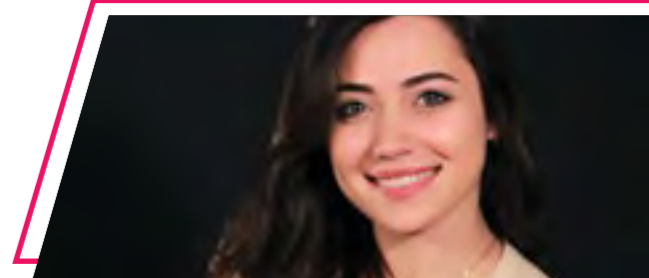
FATEN DOUGHAN "The end result is the most important thing of course, **but the entire process was a pleasant experience with BMA.**"



PATRICK NICOLAS "Every year, the number of participants is growing at the Beirut Marathon Association's events, to reach in 2017 more than 47,000. I believe that the Beirut Marathon unites people spreads peace in Lebanon. **I am happy to play a role in this event and to reach our goal.**"



FRANCOISE NEHME "Working at the Beirut Marathon Association is my way of paying it forward to our community, where we engage, encourage, **help and put Lebanon on the map again.**"



YARA SAAD "Working on the BBBM 2017 and the Marathon Village was a great pleasure and seeing my designs turning to reality was really fulfilling. **This was such a fun and unique experience to bring different people together to work as a team.**"



RAWAD KOBTAN "Seeing countless people achieving their goals and dreams when crossing the finish line is the best gratification a person can get from their job, **I feel extremely proud to help provide a platform where they can do that.**"



MICHELINE KANAAN "Everyday is a promising one at the Beirut Marathon Association and I feel happy helping in any way possible to **make it a happy place for everyone.**"



GENERAL RETIRED HASSAN RUSTOM - VICE PRESIDENT

"Year 2003 still feels like yesterday, as I can still clearly remember how Beirut Marathon started, the vision and the objectives we were trying to reach. Our thinking was always centered around growing the running culture in Lebanon and put our country on the international map of sports. We hoped for more people in Lebanon to take on distance running as a sport, and we hoped to have Lebanon represented in Tokyo Olympics year 2020. Ever since, we focused on organizing world class marathons in Beirut. With hard work and professionalism, we successfully earned the silver label by the IAAF in 2015. We exceeded our own expectations when Chirine Njeim, a Lebanese hero, qualified to take part in the Rio Olympics year 2016. Her participation proved to us that Lebanon is truly embracing the sport of running Marathons and that the Lebanese community is celebrating

the achievements of our Lebanese idols. The ongoing efforts of the Beirut Marathon team and the executive committee, guided by the vision of President Dr. May Faysal El Khalil, has led the association to become one of the most professional entities in organizing road races as well as guaranteeing competition opportunities for our Lebanese elites abroad. In addition, the Beirut Marathon partnership agreements with marathons from all over the world is strengthening the bonds between Lebanon and many other countries through the power of sport. Some of the partnership agreements signed were with Limassol, Dubrovnick, Belgrade, Rome, Sarajevo, Serbia and Cairo to name a few. And to take it to another international level, the Beirut Marathon is now one of the founding members of the Asian Premier Marathon League (APM). This worldwide spread of the Beirut Marathon running culture is reflecting the true image of Lebanon which is now hosts more than 105 nationalities on the Beirut Marathon day. Congratulations to all of us on these beautiful achievements. The Beirut Marathon should be proud of what it has accomplished to date for our community. **Here's to wishing more success to us and to our beloved Lebanon.**"



PETER MOURACADE - CEO

"2017 was a year for all records. We looked inwards and embraced Sustainable Growth as our number one priority while staying the course on our president's vision for the decades to come.

2017 marked an important milestone in the journey of the Beirut Marathon Association. We turned 15 and graduated into a new era, consolidating our place on the international map of running. We effectively measured our impact and positive ripple effect on the Lebanese Economy and communities and most broke all our event records, all the while improving the financial sustainability of our institution.

Here are some of the highlights I am most proud of:

- **47,859** Highest recorded number of participants to the BLOM BANK BEIRUT MARATHON
- **7,079** Highest recorded number of participants to the BANKMED YOUTH RACE
- **4,764** Highest recorded number of volunteers to help stage our events
- **183** Highest number of participating NGOs
- **155 K USD** Highest recorded amount of contribution raised to NGOs from Registrations
- **3,200** Highest recorded number of international runners from 104 nationalities
- **2:10:41** New Marathon Event Record (men)
- **2:28:38** New Marathon Event Record (women)
- New Half-Marathon Event Records (Men & Women)
- **158** runners took part in the "542" training program and became first-time marathoners
- **22 Para-Athletes** took part in the "Ability Program" and became super-abled marathoners
- **19 M USD** Highest Economic Impact of a Sports Organizing Association in Lebanon
- **4th Year in a row Accredited the Silver Label** from the IAAF
- **Asian Premier Marathons (APM)** co-founded the 1st continental league of Marathons in the world (dedicated to grow and reward Asian runners)

None of these achievements could have been accomplished without the work of a determined and invincible BMA team who worked restlessly against a tide of challenges.

What crowned this year's success was that we were able to close the year on an encouraging surplus, ensuring that we move steadily into the next. We look forward to an even more impressive 2018 where the focus will be put on growing our events and developing our international outreach, while reinforcing our corporate culture and nurturing our human capital.

For what is the power of the Beirut Marathon, if not for the driving engine of its individual members and key partners."

HASSAN MUHIEDDINE - SENIOR MEDIA CONSULTANT

"The Language of Numbers. Since its inception, the Beirut Marathon Association (BMA) has always issued its annual report, an important document for those interested in knowing (in numbers) about the key events and activities of BMA that took place throughout the year. In particular, BMA's media coverage has played an essential role in spreading the association's ongoing activities throughout 2017, as evidenced by the media team's following accomplishments:

- 93 press articles were distributed to different media sources.
- 76 radio and television interviews with local, regional and international media channels.
- We have organized 10 press conferences.
- LBCI broadcasted the marathon event live for 4 consecutive hours.
- 136 media cards were distributed to media representatives covering the BMA event on the race day.

In short, the above numbers reflect the important role the BMA's media team has played in supporting the big race event and documenting its activities, **thanks to its partnership with the various media channels whom we sincerely thank for showing interest in our organization throughout the past years, and for the years to come.**"



ILHAM HMEIDAN EL FAKIH - TREASURER/ ADMIN AND OFFICIAL RELATIONS DIRECTOR

"Wow... It's been already 15 years!!! Time has flown indeed, and it has carried us through this remarkable, incredible and inspirational journey that has been full of challenges, worries and judgements but also has held cheerful and memorable stations. A history by itself that has stood out with glory among the very unpredictable, insecure, inauspicious circumstances. So proud to witness those 15 years, to meet multitudes of people, to learn thousands of lessons and to be part of this great association that still has a lot to give to our community.

Let's all join hands to keep the Beirut Marathon running in unity, love and peace."



BASHIR SAKKA - COORDINATOR & PROTOCOL SUPERVISOR

"The idea of establishing an international marathon in Lebanon is a result of the will and ambition that came from Mrs. May El-Khalil, which resulted in the launch of the Beirut Marathon in 2003. In order to spread the culture of running in Lebanon, she appointed coordinators & called them ambassadors of the Beirut Marathon Association.

Every year, responsibilities, dreams and goals grow...

From my experience since 2003, as a coordinator of the Beirut Marathon Association & the Protocol Supervisor, I assure you that the Association, through a distinguished working group that has surrounded the President of the Association in terms of governmental, security, official, media, administration and logistical relations, has been able to spread the culture of running in Lebanon and to launch several races throughout Lebanon. BMA was able to attain its objectives by being a distinctive organization and by the certificate of the international, local and official institutions. And that is shown through the bronze classification of the Association and after it the silver classification. I am proud to be a member of the Beirut Marathon team and that I have worked with Mrs. May Al-Khalil and the team, and **I wish Beirut Marathon Association continuity, progress and the attainment of the golden rating."**



2018 RACE CALENDAR

WHAT DOES 2019 HOLD?



APRIL 22, 2018
**SARADAR BANK WOMEN'S RACE
5TH EDITION**

APRIL 07, 2019
YOUTH RACE, 4TH EDITION

NOVEMBER 11, 2018
**BLOM BANK BEIRUT MARATHON
16TH EDITION**

JULY 07, 2019
WOMEN'S RACE, 6TH EDITION

NOVEMBER 10, 2019
**BLOM BANK BEIRUT MARATHON
17TH EDITION**



BLOM BANK BEIRUT MARATHON



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