



**Beirut**  
**MARATHON**  
Association

*ANNUAL  
REPORT*

**2018**







# WELCOME WORD FROM THE PRESIDENT OF THE BEIRUT MARATHON ASSOCIATION

Dear Friends and Runners,

Looking back at 2018, I can only feel proud of the Beirut Marathon achievements in its 16<sup>th</sup> year of running in Lebanon. A big thank you goes to our runners, supporters, participants, corporate and NGO partners, staff, advocates and board of directors for their continuous support to our mission of moving and uniting Lebanon through running.



## BLOM BANK BEIRUT MARATHON

In 2018, we filled the heart of Beirut: an impressive number of 48,605 participants took part in the 16<sup>th</sup> edition of BLOM BANK Beirut Marathon on November 11, 2018. More than 3,815 international runners took part in the different races on that day, representing 109 nationalities. The event claimed title as the most uniting marathon in the world as it keeps growing in number; therefore, proving its conclusive belonging to the nation.

## SARADAR BANK WOMEN'S RACE

Women, men and families drew their paths and took part in the 5<sup>th</sup> edition of the Saradar Bank Women's Race in Beirut. With 4,200 participants in different races, this event is beautifully proving its importance to the nation as it transcends sports and exemplifies support in the form of a hashtag #AnaMaaki (which means: I am with you). Ever since the inception of the Women's Race in Lebanon, the number of female participation in timed and long distance races increased from 16.3% to 30.2% (year 2018), proving that support goes a long way.



## COMMUNITY

Out of sheer conviction that running is everyone's sport, our free training programs have expanded to cover new regions in Lebanon. The original "542" training program wrapped up its 5<sup>th</sup> year with trainings that took place in Beirut, Jounieh, Brummana and Saida. It is our hope to see this program expand further to inspire more people to move and adopt a healthier and happier lifestyle. The Beirut Marathon's "510" training program inspired 78 women and girls to complete their first 10 KM distance at the Women's Race in 2018.

## THE BEIRUT MARATHON ASSOCIATION ADVOCATES

To see the advocacy initiative come to life was a lifelong dream to all of us at the Beirut Marathon Association. Every movement needs advocates to nourish, flourish and grow further. The first advocates meeting took place in August 2018, and, by November, we had around 60 active supporters helping us in our endeavors and sharing ideas on making the sport of running more accessible and sustainable. This is only the beginning, for the Beirut Marathon Association Advocates will hold bigger roles in actively assisting the association with different functions from recruitment to media support and online reach.

## CAUSES TO RUN FOR

Last year, the Beirut Marathon witnessed its highest number of cause runners with **70% of participants dedicating their runs to 223 NGO partners**. Marathons all over the world are known to be platforms for NGOs to raise funds and advocate for their causes, people dedicate their runs to a charity and pledge to go the distance for this cause. We wanted people to run and we wanted them to challenge themselves.

We wanted the act of running to become an act of LOVE. Ever since 2009, we have been encouraging runners to adopt causes for 2 reasons: the first is financial since 25% of registration fees go as a direct contribution to support the NGOs' missions and objectives. The second reason is emotional since runners feel more committed to train and complete their race with a cause on their minds. On the long run, the Beirut Marathon's Fun Run will fully belong to our NGO partners; hence, spreading the culture of giving through running.

## MOVING THE NATION

We are running towards 2019 with bigger goals and new projects. "Right 2 Run" (R2R) will take its rightful place as a program with more than 3 races scheduled to take place in different regions of Lebanon. The "Ability Program" will be witnessing the rise of many superabled athletes who are now competing in regional and international races for the special needs. The Memorandum of Understandings (MOUs) with our university partners will witness a closer collaboration for we are truly relying on the creative ideas of our youth to help us set more innovative and environmentally friendly plans to apply in our events.

**I WISH YOU ALL A GREAT YEAR OF RUNNING,**

**May El Khalil**  
President  
Beirut Marathon Association



# TABLE OF CONTENTS

## OVERVIEW 2018

- Beirut Marathon Association Through The Years
- Key Activities 2018 Calendar
- International Affairs
- Roadshows
- "IAAF" Gender Leadership Taskforce Committee\*
- Advocates\*
- Elderly Race With "Vieillir Avec Plaisir" (VAP)\*

Page 8  
Page 14  
Page 16  
Page 18  
Page 19  
Page 20  
Page 21

## THE RACES

- Saradar Bank Women's Race 2018
- BLOM BANK Beirut Marathon 2018
- Marathon Village

Page 24  
Page 34  
Page 60

## PROGRAMS & SOCIALLY RESPONSIBLE INITIATIVES

- "542" Training Program
- "510" Training Program
- Meet Our Training Programs' Coaches
- Ability Program
- "Right 2 Run" (R2R)\*
- Adopt A Team

Page 68  
Page 80  
Page 84  
Page 88  
Page 92  
Page 94

## NGOs & VOLUNTEERS

- NGOs
- Volunteers
- Testimonials
- Water, Recycling Stations & Green Volunteers

Page 98  
Page 104  
Page 106  
Page 108

## ENTERTAINMENT & CHEERING STATIONS

Page 114

## PARTNERSHIP

- Partnership
- Official Supporting Partners
- Key Officials Testimonials
- Partners' Testimonials
- Partnership Facts & Figures

Page 118  
Page 120  
Page 122  
Page 124  
Page 128

## COMMUNICATION

- Communication
- 2018 Media Report
- Social Media Facts & Figures

Page 132  
Page 134  
Page 136

## FINANCIALS

- 2018 Beirut Marathon Association in Numbers
- Socio-Economic Impact

Page 140  
Page 144

## THE TEAM

- Meet The Team

Page 150

2019 Race Calendar  
What does 2020 hold?

Page 166  
Page 167

## \*2018 NEW INITIATIVE







# OVERVIEW 2018



# BEIRUT MARATHON ASSOCIATION THROUGH THE YEARS



**2003**  
**The 1<sup>st</sup> Beirut Marathon**  
 6,000 participants from 49 nationalities



**2004**  
**The 2<sup>nd</sup> Beirut Marathon**  
 12,000 participants 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  
**A Torch Relay for Peace from Tyre to Beirut** 1,000 participants  
**"Vivicitta" Run for Peace** - Dbayeh



**2007**  
**Zahlé International Race**  
 10,000 runners



**2008**  
**"With Their Strength We Run"**  
 29,000 runners for cancer awareness



**2009**  
**Woman of the Year Award**  
 To May El Khalil by the Brazilian Chamber of Commerce to Lebanon



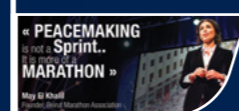
**2010**  
**Damascus to Beirut Ultra Marathon (111 KM)**  
 With 11 international runners  
**"Youth Elite Athletes Program" (YEAP)** Introduction



**2011**  
**A Year of Awards**  
 Bronze Label Road Race classification by the "IAAF"  
 "Power of Sport" Award-Lausanne  
 Laureus "Sport for Good" Award  
 Lebanese Ministry of Youth and Sports Award



**2012**  
**Achrafieh Telethon**  
 Raised \$260,712 to help the victims of an explosion that rocked the Lebanese neighborhood of Achrafieh



**2013**  
**Women's Race**  
 1<sup>st</sup> edition was launched with 4,512 participants  
**TED Global Talk**  
 Hosted May El Khalil to share the story of the Beirut Marathon Association: "Making Peace is a Marathon". Over 5 million views to date



**2014**  
**"The Peace We Run For" Art Project**  
 The Beirut Marathon Emblem "Positive Running Energy" (PRE) was adapted by 29 artists to show their interpretation of the peace and love one finds on the run



**2015**  
**BankMed Youth Race**  
 1<sup>st</sup> edition, to encourage 7-17 years old students to lead a healthier lifestyle  
**"IAAF" Silver Label**  
**Paula Radcliff**  
 Marathon World Record holder was the Guest of Honor at the Beirut Marathon  
**Donate Your Running Shoes (DYRS)**



**2016**  
**Lord Sebastian Coe**  
 President of the "International Association of Athletic Federations" (IAAF) attended the BLOM BANK Beirut Marathon as a Guest of Honor  
**The "ReRun" Initiative**  
 To encourage art through recycled items  
**Ability Program**  
 A special needs training program that also provides professional wheelchairs for selected participants



# BEIRUT MARATHON ASSOCIATION THROUGH THE YEARS



## 2017

### **BankMed Youth Race (3<sup>rd</sup> edition)**

7,079 runners ran in solidarity with our Lebanese Armed Forces

### **Romero Britto 3D "RUN" Structure**

"RUN" structure on the streets of Beirut, a collaboration with the international artist Romero Britto and the renowned architect Dori Hitti

### **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

### **BLOM BANK Beirut Marathon**

Celebrating 15 years of running in Beirut, a marathon that gathered 47,859 runners on that day

### **TRANSMED Marathon Village**

An expo dedicated to sports, health, fitness and home to the Beirut Marathon BIB pick up

### **Beirut Marathon Association's Museum**

A celebration for the association's 15<sup>th</sup> anniversary



## 2018

### **"Right 2 Run" (R2R)**

The Beirut Marathon Association organized the first race of the "Right 2 Run" (R2R) series, a program focused on infusing the running culture in underprivileged areas in Lebanon

### **"The Beirut Marathon Advocates"**

Group was created in an effort to widen its outreach and strengthen its relation with all the Lebanese communities

### **"IAAF" Silver Label**

Maintaining our status as a Silver Label event by the "IAAF" for the 5<sup>th</sup> consecutive year from December 2018

### **50<sup>th</sup> World Military Marathon Championship**

Took part in Beirut within the BLOM BANK Beirut Marathon 2018

### **Team "Blind with Vision"**

The first marathon training team in Lebanon for the visually impaired

### **Saradar Bank Women's Race 2018**

Under the message "Draw Your Path"; calling women to rise to the challenges of every day no matter how big or small

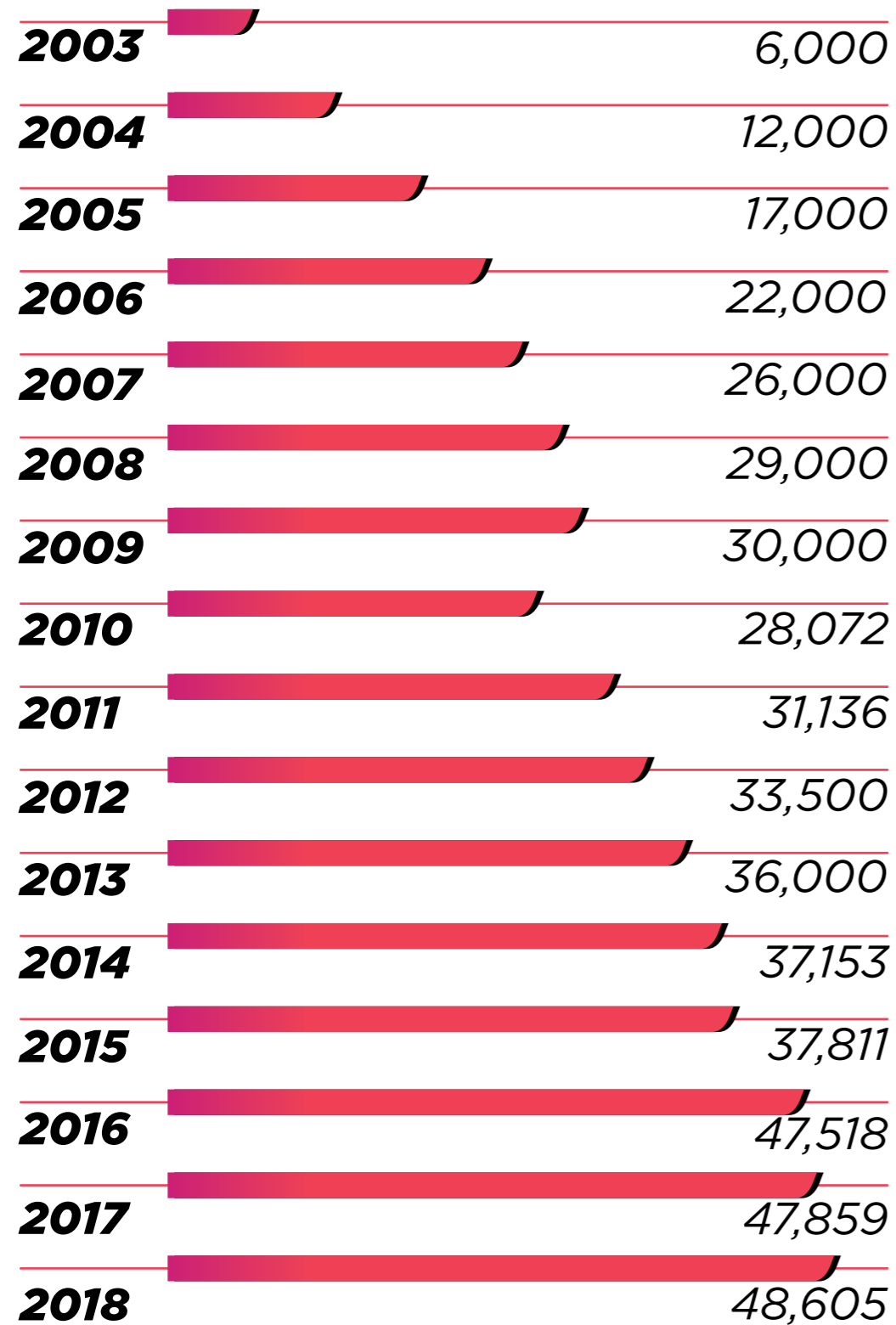
### **UCI**

The BLOM BANK Beirut Marathon 2018 was integrated in the calendar of the "Union Cycliste Internationale" (UCI) for the first time





From its remarkable and relatively humble beginning in 2003 when 6,000 runners joined to run the streets, the 2018 BLOM BANK Beirut Marathon attracted 48,605 runners representing 109 different nationalities.



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



# KEY ACTIVITIES

## 2018 CALENDAR



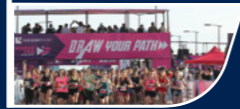
**FEB. 27**

Saradar Bank Women's Race Launching Ceremony



**MAR. 18**

Welcome Run of the "510" Training Program (2<sup>nd</sup> Edition)



**APR. 22**

Saradar Bank Women's Race Day



**JUN. 20**

"542" Training Program Launching Ceremony



**JUL. 04**

Partner NGOs Conference



**JUL. 18**

"542" Training Program Health & Sports Seminar



**AUG. 08**

BLOM BANK Beirut Marathon Launching Ceremony



**SEP. 12**

"542" Training Program Coaches' Dinner



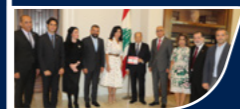
**SEP. 23**

First "Right 2 Run" (R2R) Race in Burj El Barajneh



**OCT. 01**

Elderly Race with "Vieillir Avec Plaisir" (VAP)



**OCT. 24**

Visit to H.E. The President Michel Aoun



**NOV. 07**

Marathon Village Opening Ceremony



**NOV. 09**

BLOM BANK Beirut Marathon Elite Athletes Press Conference

BLOM BANK Beirut Marathon Flag Ceremony



**NOV. 11**

BLOM BANK Beirut Marathon Race Day

50<sup>th</sup> World Military Marathon Championship

BLOM BANK Beirut Marathon Awards Ceremony (Category Winners)



**NOV. 27**

BLOM BANK Beirut Marathon Thank You Ceremony





# INTERNATIONAL AFFAIRS

The communication with the international running community started back in 2008 in alignment with the Beirut Marathon Association's international outreach plan and strategy.

After receiving the Silver Label accreditation from the "International Association of Athletics Federations" (IAAF) in December 2014, the interest of the international running community started growing steadily.

The International Affairs Unit was created in 2018 to enhance and nurture our relationship with our international stakeholders, starting from the international runners' recruitment, international runners' hospitality, international media targeting and potentially organizing international marathons abroad.

Beirut marathon is a perfect case study of excellence in race organization, one that can only be achieved with great leadership and by creating high levels of passion, commitment and cooperation amongst the Beirut Marathon Association's team members in order to deliver a top-level event.

Professionalism is a key feature of the Beirut Marathon. This is, perhaps, why this Silver Label event has the qualities of a Gold Label one. Some of its aspects, such as hospitality, guest area, volunteers' engagement and others, go even far beyond that.

Finally, we cannot but take into account a very positive and continued transformational effect on the Lebanese society. The Beirut Marathon is successfully changing people's way of thinking and behavioural patterns to a more positive approach that is bringing people together. I am certain that every race director and road races event manager can only dream to have such an event because it is much more than a beautiful race.

**Erol Mujanovic**  
Director "Marathon" Sarajevo



## BUILDING BRIDGES WITH THE WORLD





# ROADSHOWS

In 2018, the Beirut Marathon Association expanded their roadshow with the help of their coordinators, friends, and advocates from diverse areas. In their quest to promote the BLOM BANK Beirut Marathon and spread the running culture in Lebanon, the staff conducted presentations in schools, universities, municipalities and public libraries. They engaged more than 22 areas in the country; some of these areas were:

- Abra
- Achrafieh
- Ain El Remmaneh
- Aley
- Antelias - Naccache
- Baabda Palace
- Baakline

- Bauchrieh
- Beirut
- Beit El Wasat
- Bourj Hammoud
- Burj El Barajneh
- Byblos
- Furn El Chebbak
- Jal El Dib
- Jdeideh
- Jeb Jennine
- Jounieh
- Kaslik
- Koura
- Lebanese Parliament
- Rashaya Al Wadi



## 2018 NEW INITIATIVE

# “IAAF” GENDER LEADERSHIP TASKFORCE COMMITTEE










The “IAAF” Gender Leadership Taskforce Committee held a meeting in Beirut on Saturday, November 10, 2018 and attended the 16<sup>th</sup> edition of BLOM BANK Beirut Marathon the following day as per the invitation of committee member Mrs. May El Khalil, president of the Beirut Marathon Association.

The committee was founded in 2017 under the leadership of “IAAF” president Lord Sebastian Coe. The mission of the taskforce is to develop global and

regional specific programs to ensure a robust pipeline of eligible female candidates for upcoming “IAAF” elections.

Chaired by “IAAF” Council Member and former US champion hurdler Stephanie Hightower, the working group agrees that encouraging advocacy, using the power of voice at all levels of the sport, identifying bias and selecting process changes are what is needed to ensure parity in pay, play and positions at the “IAAF”.

### Gender Leadership Working Group members:

	Stephanie Hightower	Chairperson
	Sebastian Coe	“IAAF” President
	Annette Purvis	Member
	Kelly Sotherton	Member
	Ximena Restrepo	Member
	May El Khalil	Member President/Founder of the Beirut Marathon Association
	Beatrice Ayikoru	Member
	Nuala Walsh	Member
	Evelyn Lopez	Guest





## 2018 NEW INITIATIVE

# ADVOCATES

In an effort to widen our outreach and strengthen relations with all the Lebanese community, the Beirut Marathon initiated “The Beirut Marathon Association Advocates Committee”.

An advocate is someone who shares the association’s values and supports its mission to move and unite Lebanon through running. We, at the Beirut Marathon, passionately organize running events that inspire unity, positively change lifestyles, promote wellness, and provide an experience of challenge, achievement, joy, and glory; for the benefit of Lebanon, both now and for generations to come.

The advocates’ committee was launched with 45 energetic and passionate women who showed tremendous excitement and goodwill by promoting the marathon registration online and offline, through organizing roadshows and visits to regions, as well as building bridges between the association and a big number of schools, universities, municipalities, syndicates and other Lebanese corporations.

With the super advocates committee, we will keep running forward towards a better Lebanon.



## 2018 NEW INITIATIVE

# ELDERLY RACE WITH “VIEILLIR AVEC PLAISIR” (VAP)

Beirut Marathon organizes the first Elderly Race in Lebanon.

In celebration of the international day for older people, the Beirut Marathon Association supported “Vieillir Avec Plaisir” (VAP) in organizing the first race for the elderly in Lebanon. The 1.5 KM race took place in Beirut Waterfront with the participation of 52 runners (65 years and older).

The event’s highlight was the presence of professional Athlete Mr. Fadi El Khatib who gave the start signal of the race along with Père Nicolas Abou Smayra and the president of the Beirut Marathon Association Mrs. May El Khalil. All 52 participants finished the race, and had plenty of energy to dance to the rhythms of familiar Lebanese songs, they even showed their Dabké talents. Speaking on the importance of sports, Mr. El Khatib said that willpower knows no age limits.

The top 3 women and men were celebrated on the podium:

- **Women:**
  1. Ikhlas Rouphael
  2. Ramzieh Shanaa
  3. Salwa Saad
- **Men:**
  1. Elias Abou Haydar
  2. Charbel Hayek
  3. Sami Asaad

**THIS RACE WAS FULLY SUPPORTED BY THE BEIRUT MARATHON ASSOCIATION.**







# ***THE RACES***



# SARADAR BANK WOMEN'S RACE 2018

On April 22, 2018, Lebanon celebrated the 5<sup>th</sup> edition of Saradar Bank Women's Race. This event was born with the objective to encourage female participation in outdoor running events. With a race dedicated to them and their causes, women can experience running in an accepting and empowering way, making it a unique opportunity for women to come together within an atmosphere of "sisterhood". Other races within the event invited men and children to join the fun runs, while celebrating women in their lives and in the community.

Thousands of women, girls, fathers, mothers, babies, friends and colleagues filled the streets of Beirut city with ample reasons to run for. Be it for a cause, health, the country, fitness, more women in politics, challenge or competition, this event had it all. We, at the Beirut Marathon Association, are proud to see this race grow year after year and to witness how female participation is significantly increasing in other races organized by the Beirut Marathon Association.

**#AnaMaaki**

*FROM ALL OF US AT THE BEIRUT MARATHON ASSOCIATION, WE THANK YOU FOR BEING PART OF THE SARADAR BANK WOMEN'S RACE. IT WOULDN'T HAVE BEEN POSSIBLE WITHOUT THE SUPPORT OF OUR PARTNERS, VOLUNTEERS, NGOs, MEDIA, RUNNERS, OFFICIALS AND BOARD MEMBERS.*





# SARADAR BANK WOMEN'S RACE 2018 FACTS & FIGURES

*"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 Association, 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 alleviate challenges.

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 #AnaMaaki or by sharing words of encouragement through videos.

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

# START

#ANAMAAKI IS AN ACTIVATION INTRODUCED BY THE BEIRUT MARATHON ASSOCIATION FOR THE SARADAR BANK WOMEN'S RACE, INSPIRED BY A MOVEMENT BORN IN THE UK #WHATIFIRUNWITHYOU.



### NUMBER OF RUNNERS

5 KM FUN RUN	3,202
10 KM RACE	708
2 KM RUN WITH PARENTS	155
2 KM RUN WITH PARENTS GUIDE	165
10 KM RELAY RACE	54
2 KM RACE	47
10 KM PARA-ATHLETES RACE	9

4,340 

### AGE CATEGORIES 10 KM RACE

AGE GROUP	NUMBER OF RUNNERS
14-20 YEARS OLD	57
21-30 YEARS OLD	253
31-40 YEARS OLD	219
41-50 YEARS OLD	122
51-60 YEARS OLD	43
61 YEARS OLD & ABOVE	14
<b>TOTAL</b>	<b>708</b>

### 2 KM RACE

AGE GROUP	NUMBER OF RUNNERS
10-11 YEARS OLD	23
12-13 YEARS OLD	24
<b>TOTAL</b>	<b>47</b>

### SARADAR BANK WOMEN'S RACE 2018 WINNERS

RANK	NAME	NATIONALITY	TIME
1 <sup>ST</sup> PLACE	LEA ISKANDAR	LEBANESE	00:38:41
2 <sup>ND</sup> PLACE	NESRINE NJEIM	LEBANESE	00:39:20
3 <sup>RD</sup> PLACE	ZEINAB BAZZI	LEBANESE	00:40:58

**77**  
GROUPS

**26**  
NATIONALITIES





# SARADAR BANK WOMEN'S RACE IN NUMBERS



RACE BRANDING  
805 sqm



PORTABLE TOILETS  
20



TENTS  
33 TENTS



MUNICIPALITY STAFF  
35



PARTNERS BRANDING  
2,693 sqm



LABORERS  
100



LEAD CARS  
7



AMBULANCES  
9



COMMUNICATION  
BRANDING  
120.2 sqm



SCAFFOLDING  
210 sqm



ACCREDITATION  
PASSES  
2,210



MEDICAL TENTS  
2



LEBANESE RED  
CROSS PARAMEDICS  
45



CARPET  
44 sqm



VEHICLE PASSES  
150



MEDICAL STAFF  
56



SECURITY  
47



FLAGS  
59



PARKING PASSES  
700



TRANSPORTATION  
38 TRUCKS



WALKIE TALKIES  
100



POLICE  
153



ELECTRICITY USAGE  
600 AMP



BARRIERS  
3,585 m



VESTS  
615





# LEBANESE ATHLETICS FEDERATION

“In many countries, it has been recognized that sport can be a force to amplify women’s voices and tear down gender barriers and discrimination. Women in sport defy the misperception that they are weak or incapable. Every time they clear a hurdle, kick a ball or run a marathon, demonstrating not only physical strength, but also leadership and strategic thinking, they take a step towards gender equality.

Women have broken the chains that bond them to the home and have emerged into all sorts of male dominated arenas, including sports. Women have become athletes in their own right.

We want to see more women and girls living a life free from any form of violence; more women and girls with decision-making control over their bodies, their health and their futures, and with access to reproductive health services; more women and girls contributing to sustainable peace and resilience and benefiting equally from crisis prevention and humanitarian action.

In the last 6 years, there has been validation for the female athletes in Lebanon because of the Women’s Race organized by Beirut Marathon Association in partnership with the Lebanese Athletics Federation. A strong partnership is essential throughout our goals. I can never overemphasize this. The role of the Athletics Federation is pre-eminent in that relationship, also, essential is our extraordinary target with civil society.

I thank you, Beirut Marathon Association, for your support mission, as we shape the road ahead for this organization.

Together with our partners in every part of Lebanon, we will continue to deliver for women and girls, seeking equality for all.”

**Roland Saade**  
President  
*Lebanese Athletics Federation*



YOU WERE BORN TO BE AN ATHLETE, YOU WERE MEANT TO BE HERE, THIS MOMENT IS YOURS...



# BLOM BANK BEIRUT MARATHON 2018

For one day a year, the world runs for a different Beirut, a Beirut that celebrates all good things. It celebrates health, bonds and causes. It celebrates challenge, perseverance and commitment. It celebrates support and encouragement. It celebrates good vibes and endless cheers. It celebrates the sound of pounding feet on its pavements. It celebrates a culture of running and peace. It celebrates love, community and most of all, it celebrates achievements, joy and accomplishments.

On November 11, 2018, we filled the heart of Beirut with the support of our partners, cheerers, runners, volunteers and friends. The 16<sup>th</sup> edition of BLOM BANK Beirut Marathon was the best one yet.

Together, we continue to move the nation and **#RunBeirut**

## WE FILL THE HEART OF BEIRUT

LIVE THE SPIRIT OF RUNNING THE  
STREETS OF BEIRUT.





# 2018 CAMPAIGN

In 2018, we wanted to show the joy of running, a joy portrayed best as

- An experience
- A platform for good
- A culture
- A vibe in this one of a kind city
- A rewarding challenge
- A bonding activity
- An antidepressant
- A caring community
- A celebration of life.

Beirut is the heart of Lebanon and on marathon day, with the influx of people from all regions of Lebanon coming together to run and celebrate the joys of running, Beirut comes to life. The runners become its heartbeat, the streets become the pathways that provide its livelihood and the running feet become the sound of its pulse.

## WE FILL THE HEART OF BEIRUT

We give tribute to Beirut, to the Lebanese and to those running: for the causes they hold dear, for the hurdles that are overcome through perseverance and commitment, for the sense of belonging that comes with love and joy and for the euphoria that comes with accomplishment. For all those that come from the heart, the slogan "We Fill the Heart of Beirut" was created **بيروت بيكبر قلبها فينا**.

That's how we perceived 2018, by making every race a different experience, one where cultures are combined, where memories are made, where challenges are accepted, where a sense of community is shared and where stories are told. On marathon day, thousands of people gather at the start line, celebrating togetherness and unity in a healthy way. On this one day, we make Beirut proud and we truly fill its heart with peace, love and running.





## 2018 NEW INITIATIVE

# 50<sup>TH</sup> WORLD MILITARY MARATHON CHAMPIONSHIP

The 50<sup>th</sup> World Military Marathon Championship took place in Beirut within the BLOM BANK Beirut Marathon 2018.

With the mission of fostering confidence and cohesion amongst soldiers, the "International Military Sports Council" (CISM) elected the BLOM BANK Beirut Marathon 2018.

The Beirut Marathon Association, in collaboration with the Lebanese Army planned, controlled and organized this competition, and the participant countries were:

	Algeria		Lithuania
	Belgium		Morocco
	Brazil		Poland
	Canada		Serbia
	Chile		Slovenia
	China		Spain
	Colombia		Sweden
	Ecuador		Tunisia
	Lebanon		





















# “IAAF” SILVER LABEL ROAD RACES



The 2018 BLOM BANK Beirut Marathon was classified, for the 5<sup>th</sup> consecutive year from December, 2018, as a Silver Label Road Running Event by the “International Association of Athletics Federations” (IAAF) 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 accredited races that take place annually around the world:

	<b>Acea Maratona di Roma</b>	Italy
	<b>BLOM BANK Beirut Marathon</b>	Lebanon
	<b>Chevron Houston Marathon</b>	United States of America
	<b>Daegu International Marathon</b>	Korea
	<b>EDP Maratona de Lisboa</b>	Portugal
	<b>EA7 Emporio Armani Milano Marathon</b>	Italy
	<b>HAJ Hannover Marathon</b>	Germany
	<b>Hangzhou Marathon</b>	China
	<b>Hengshui Lake International Marathon</b>	China
	<b>Košice Peace Marathon</b>	Slovakia
	<b>Maratón TELCEL Ciudad de México</b>	Mexico
	<b>New Taipei City Wan Jin Shi Marathon</b>	Taipei
	<b>Orlen Warsaw Marathon</b>	Poland
	<b>Saitama International Marathon</b>	Japan
	<b>Shenzhen Marathon</b>	China
	<b>Standard Chartered Mumbai Marathon</b>	India
	<b>Taiyuan International Marathon</b>	China
	<b>Volkswagen Ljubljana Marathon</b>	Slovenia





# ASIAN PREMIER MARATHONS (APM)

As the first ever continental marathons league in the world, the "Asian Premier Marathons" (APM) was jointly established in 2017 by Beijing Marathon, Beirut Marathon, Seoul Marathon and Infront China under the leadership of the "Asian Athletics Association" (AAA). The new league aims to raise the competition level and international appeal of marathons events in Asia. It is also geared towards attracting more high-level Asian Athletes to participate in top-tier "APM" Events.

The first "APM" edition was successfully completed at the Beijing Marathon 2018. The first season's winners, Li Zicheng from China and Eunice Chumba from Bahrain ran the BLOM BANK Beirut Marathon 2017. After finishing the season, Li Zicheng gathered 38 points, and Eunice Chumba gathered 38 points. It is worth noting that our Lebanese Elite Athletes Hussein Awada, Zaher Zeineddine, Nicolas Marta, Bilal Awada, Chirine Njeim, Nisrine Njeim and Nadine Kalot were among the top 20 in Asia in both categories from one single participation.



## 2018 NEW INITIATIVE

# UNION CYCLISTE INTERNATIONALE (UCI)

The "Union Cycliste Internationale" (UCI) is the world governing body for sports of cycling, and oversees international competitive cycling events.

This year, and for the first time ever, the BLOM BANK Beirut Marathon 2018 was integrated in the calendar of the "UCI" with the fruitful collaboration of the "Lebanese Cyclists Federation" (LCF). This means that all National and International hand-cyclists of the BLOM BANK Beirut Marathon 2018 were enabled to collect points, based on the "UCI" rules and regulations, to hopefully qualify and take part in the Tokyo 2020 Summer Paralympics.



## 2018 NEW INITIATIVE

# PACERS

The Beirut Marathon Association is proud to have provided pacers for the first time for each of its half and full marathons. This free of charge program is an added benefit for marathon runners, to help them reach their time goals.

Our pacers are avid runners who volunteered their time, efforts and know-how to assist our marathon runners to reach the finish line and are very familiar with the race course and Beirut streets.

On race day, we had 13 marathon pacers and 6 half marathon pacers. Runners were able to meet and talk to them, learn more about the plan and ask any questions they might have had. Our pacers were wearing i-shirts with their designated finish time at the back and were carrying a balloon where their finish time was written, so they could be easily identified by all runners from a distance.

The program was supported by Gatorade.



## 2018 NEW INITIATIVE

# TAPING & RECOVERY SERVICES

This Beirut Marathon service is a part of an educational program before and after the start of the runs. By doing so, the athletes get a benefit for the actual race and professional education at the same time. By that, the Beirut Marathon Association creates even more value for the athletes.

This service is in collaboration with "Beirut Fitness Private".

### Services Offered:

- Roll-In Area with Blackroll Master Trainers
- Athletic Taping for back-pain, knee-pain and the calves
- Roll Out Area with Blackroll Master Trainers

### Roll-In and Roll-Out Area before and after the race including:

Myofascial Stretching in a 20-minute routine where athletes are either led through a warm-up routine with self-myofascial-release techniques on Blackroll products and myofascial stretches, and/or after the race through a recovery technique by increasing full body roll-out and stretching regime that is not isolating but integrating all the tissues that were exhausted through the process of the race.

### Athletic Taping Athletes:

Athletes could encounter discomfort and pain that need attending to prior to the race. The assigned trainers usually take care of these issues with Athletic-Taping, which normalizes muscle tension to make movement more efficient and pain free.





# NEW RECORDS

On Sunday November 11, 2018 we filled the streets of Beirut with colors, causes, perseverance, joy, determination and new records.

Here are some of BLOM BANK Beirut Marathon 2018 highlights:

## 48,605

**PARTICIPANTS REGISTERED** IN THE 16<sup>TH</sup> EDITION OF BLOM BANK BEIRUT MARATHON.

## 02:10:41

A NEW BEIRUT MARATHON COURSE RECORD OF **02:10:41** WAS SET BY THE MOROCCAN ELITE ATHLETE MOHAMED REDA EL ARABY.

## 01:20:09

THE HALF MARATHON COURSE RECORD FOR WOMEN WAS SET BY THE LEBANESE ELITE ATHLETE CHIRINE NJEIM AT **01:20:09**.

## 01:06:58

THE HALF MARATHON FOR MEN WAS SET BY THE IRANIAN ATHLETE MOHAMMAD JAAFAR MORADI AT **01:06:58** BREAKING THE EVENT RECORD.

## 05:09:00

THE OLDEST MARATHON RUNNER, ABDALLAH BITAR, COMPLETED THE MARATHON IN **05:09:00** AT 78 YEARS OF AGE.

With the new and improved course, the Beirut Marathon team was keen on providing the best runner experience to date. Entertainment stations were amplified and cheerers filled the streets of the city, adding a great vibe and a much-needed boost to the participants who rated the track as one of the best they've ran to date.





# NEW EVENT RECORD



**42.195 KM MARATHON**  
**OVERALL**



**NAME:** MOHAMED REDA EL ARABY  
**NATIONALITY:** MOROCCAN  
**TIME:** 02:10:41



# NEW EVENT RECORD



**21.1 KM HALF MARATHON**  
**MALE**



**NAME:** MOHAMMAD JAAFAR MORADI  
**NATIONALITY:** IRANIAN  
**TIME:** 01:06:58

# NEW EVENT RECORD



**21.1 KM HALF MARATHON**  
**FEMALE**



**NAME:** CHIRINE NJEIM  
**NATIONALITY:** LEBANESE  
**TIME:** 01:20:07



# BLOM BANK BEIRUT MARATHON

## FACTS & FIGURES

	<b>MALE</b>	<b>FEMALE</b>	<b>GUIDES</b>	<b>TOTAL</b>
<b>1 KM RUN WITH PARENTS</b>	1,095	1,105	3,000	5,200
<b>1 KM RUN WITH PARENTS (PARA-ATHLETES)</b>	67	133	400	600
<b>5 KM YOUTH RACE</b>	2,771	2,515	1,250	6,536
<b>5 KM PARA-ATHLETES RACE</b>	96	50	292	438
<b>8 KM FUN RUN</b>	14,147	15,884	0	30,031
<b>8 KM RACE</b>	1,223	1,027	0	2,250
<b>8 KM PARA-ATHLETES RACE</b>	43	12	110	165
<b>21.1 KM HALF MARATHON</b>	1,138	534	0	1,672
<b>42.195 KM MARATHON</b>	821	318	0	1,139
<b>42.195 KM JUNIOR RELAY MARATHON</b>	138	12	0	150
<b>42.195 KM MARATHON RELAY RACE</b>	290	88	0	378
<b>42.195 KM PARA-ATHLETES RACE</b>	39	7	0	46

21,868 

21,685 

5,052 

48,605



## WINNERS

### 42.195 KM MARATHON

#### MALE



<b>NAME</b>	MOHAMED REDA EL ARABY <b>(Record Holder)</b>	FELIX CHEMONGES	DERESA GELETA ULFATA
<b>NATIONALITY</b>	MOROCCAN	UGANDAN	ETHIOPIAN
<b>TIME</b>	02:10:41	02:11:54	02:12:31

### 21.1 KM HALF MARATHON

#### MALE



<b>NAME</b>	MOHAMMAD JAAFAR MORADI <b>(Record Holder)</b>	ISMAIL SSENYANGE	BAGHDAD RACHEM
<b>NATIONALITY</b>	IRANIAN	UGANDAN	CANADIAN
<b>TIME</b>	01:06:58	01:07:10	01:10:56

### 42.195 KM MARATHON

#### FEMALE



<b>NAME</b>	MEDINE DEME ARMINO <b>(Record Holder)</b>	NAZRET WELDU GEBREHIWET	SELAMAWIT GETNET TSEGAW
<b>NATIONALITY</b>	ETHIOPIAN	ERITREAN	ETHIOPIAN
<b>TIME</b>	02:29:30	02:29:48	02:31:40

### 21.1 KM HALF MARATHON

#### FEMALE



<b>NAME</b>	CHIRINE NJEIM <b>(Record Holder)</b>	JAGODA KHATRI	ZEINAB BAZZI
<b>NATIONALITY</b>	LEBANESE	SWISS	LEBANESE
<b>TIME</b>	01:20:07	01:27:46	01:28:28

## AGE CATEGORIES

AGE GROUP	NUMBER OF RUNNERS
17 YEARS OLD & UNDER	16,570
18-30 YEARS OLD	17,183
31-40 YEARS OLD	6,126
41 YEARS OLD & ABOVE	8,726
<b>TOTAL</b>	<b>48,605</b>



## ELITE ATHLETES





# AMBASSADORS RUNNING THE BLOM BANK BEIRUT MARATHON 2018

Every year, we are honored to have with us the Ambassadors' Relay Team who diligently run for a different cause each time. In 2018, the team ran for Heartbeat, a charity that treats infants and children with heart problems.

**The participating Ambassadors were:**

European Union	H.E. Ambassador Christina Lassen
Sweden	H.E. Ambassador Jörgen Lindström and his spouse Sandra Lindström
Netherlands	H.E. Ambassador Jan Waltmans and his spouse Hedwig Waltman
Switzerland	H.E. Ambassador Monika Schmutz Kirgöz
Canada	H.E. Ambassador Emmanuelle Lamoureux and her spouse Sebastian Beaulieu
United Kingdom	H.E. Ambassador Chris Rampling
Algeria	H.E. Ambassador Ahmed Bouziane
Germany	H.E. Ambassador Martin Huth
United States of America	H.E. Deputy Ambassador Edward White
Belgium	H.E. Consul Ambassador Jean-Francois Parmentier

We were also happy to welcome the Governor of Beirut H.E. Ziad Chbib to the team, who was energetically training at Horsh Beirut twice a week until the marathon day. Lead Human Development Specialist at the World Bank, Mrs. Haneen Sayed, was as well among the team members. The program was coordinated with the help of Marathon Board Members Mona Shour and Maxime Chaya, a national Lebanese sports hero who does us all proud and who runs the Marathon alongside the Ambassadors. Maxime Chaya is the master trainer of this program leading to race day. A number of the Ambassadors' spouses were great supporters to our cause and also chose to run with us. Each week, rain or shine, everyone was at the gathering area with full energy to run.

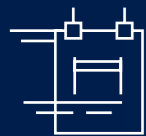
It is always a pleasure to organize and cheer on this fantastic team who support us with their embassies and their hearts.

**LOOKING FORWARD TO THE NEXT MARATHON.  
THANK YOU AMBASSADORS TEAM!**





# BLOM BANK BEIRUT MARATHON IN NUMBERS



**BRANDING**  
Race 1,760 sqm  
Marathon Village 463 sqm



**TRANSPORTATION**  
Race 82 TRUCKS  
Marathon Village 8 TRUCKS



**LEAD CARS**  
11



**MEDICAL STAFF**  
90



**PARTNERS BRANDING**  
4,582 sqm



**PORTABLE TOILETS**  
Race 79  
Marathon Village 6



**ACCREDITATION  
PASSES**  
6,710



**AMBULANCES**  
44  
1 LRC FIELD OPERATIONS CAR  
3 LRC FIELD HOSPITALS



**COMMUNICATION  
BRANDING**  
869.6 sqm



**LABORERS**  
Race 195  
Marathon Village 8



**VEHICLE PASSES**  
522



**MUNICIPALITY STAFF**  
278



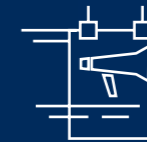
**LEBANESE RED  
CROSS YOUTH**  
150



**SCAFFOLDING**  
1,566 sqm



**PARKING PASSES**  
2,570



**OUTREACH BRANDING**  
400 sqm



**LEBANESE RED  
CROSS PARAMEDICS**  
150



**CARPET**  
Race 200 sqm  
Marathon Village 4,000 sqm



**POLICE**  
700



**TENTS**  
132 tents



**SECURITY**  
Race (Course) 40  
Marathon Village 21



**FLAGS**  
Race 71  
Marathon Village 10



**VESTS**  
1,560



**SECURITY**  
(Start & Finish Lines)  
236



**WALKIE TALKIES**  
150



**CAR RENTAL**  
7 CARS



**ELECTRICITY USAGE**  
Race 1,320 AMP  
Marathon Village 450 AMP



**BARRIERS**  
Race 15,000 m  
Marathon Village 30 m



**MEDICAL TENTS**  
17





# MARATHON VILLAGE

The Marathon Village 2018 opened its doors from the 7<sup>th</sup> to the 10<sup>th</sup> of November, welcoming more than 55 exhibitors who featured the latest merchandise and developments in sports, fitness, nutrition, startup companies, gyms and health related products. In addition, the Marathon Village was the home of the BLOM BANK Beirut Marathon BIB Pick Up for 48,605 registered runners. Held at the Train Station, the four-day expo was open to the public and entrance was free of charge.

The Marathon Village was the perfect spot to soak in the marathon energy, get into the momentum of Marathon Day and hang out with friends, families and running buddies.

We welcomed more than 20,000 visitors over four days where they participated in panel talks, activations, sports activities, seminars, technical sessions as well as entertaining slots on the stage that featured gym classes, yoga sessions, full-body workouts and running techniques.

Mr. James Thie, Performance Director of Athletics at Cardiff Metropolitan University, conducted a two-day workshop which attracted 80 gym coaches and trainers who discussed running techniques, methods and approach. Also, Mr. Thie conducted a two-hour session where he addressed the BLOM BANK Beirut Marathon pacers team on the approach and techniques to use on race day.

As part of our activations, the event welcomed Ms. Tracy Harmoush who came from Dubai to participate in a two-day workshop on Callisthenics and Inversions.

Taqqa Talks, a sports forum conducted by Ms. Soumaya Merhi, hosted two sessions over two days that featured our Lebanese heroes and athletes where they shared their stories, visions, experiences and had a Q&A with the audience. The panels featured names like; Maxime Chaya, Fadi El Khatib, Silvio Chiha, Team Lebanon, Tracy Harmoush, Mohammad Al Ali, Wissam Kheir who are leaders in their own respective sports field.

This event wouldn't have been a success without the support of many partners, sponsors and affiliates.

## SPONSORS AND PARTNERS





EXHIBITORS' LIST







“Planning and organizing a marathon takes a lot of physical effort from all the team; however, we always have the best at heart for our runners who train for months to come and be with us that one day. We try to give them a memorable experience, an enjoyable course and, of course, a fast one where they can break records and have new personal bests.

We also try to show the best of what Beirut has to offer, its people cheering the runners, our volunteers giving all they have for one day to make Beirut great again, our coaches pushing their runners to the max to give their best, and our para-athletes who, against all odds, train, push, work hard, give all that they can and they deliver. Combined with all the other races we organize, assist with, and deliver, I could not be more proud of what the Beirut Marathon Association has become and contributed to the community. Together, we hope to give more, work harder and achieve better.”

**Wissam Terro**  
Race Director





# PROGRAMS & SOCIALLY RESPONSIBLE INITIATIVES



# “542” TRAINING PROGRAM

“542” is a free of charge training program created by the Beirut Marathon Association in 2014 to help non-runners and first-time runners become marathoners through a 5-month structured training program.

The name of the program, “542”, stands for “5” months of training for the “42.195” KM distance. In its 5<sup>th</sup> edition, “542” witnessed its most successful year yet with 199 marathon finishers who filled the heart of Beirut with happy faces and shiny medals.

As a community-based program, “542” relies on its experienced coaches who dedicate their time to train runners in different areas of Lebanon. In 2018, trainings took place in Beirut, Jounieh and in two new locations: Brummana and Saida. Team “Blind with Vision” was welcomed to the “542” family, and visually impaired runners took part in the famous and exciting Sunday runs alongside hundreds of runners on the streets of Beirut.

“542” is more than an initiative, it’s a culture that shows to non-runners and wannabe runners that 42.195 KM is a feasible and achievable distance given the correct training and the right support.

What “542” created will forever be remembered by the finishers and everyone who got to experience everything about the journey to 42.195 KM. Once a marathoner, always a marathoner.



## “542” VISION

- TO HAVE RUNNING BECOME A LIFESTYLE
- EXPANDING TO A NATIONAL LEVEL



## “542” MISSION

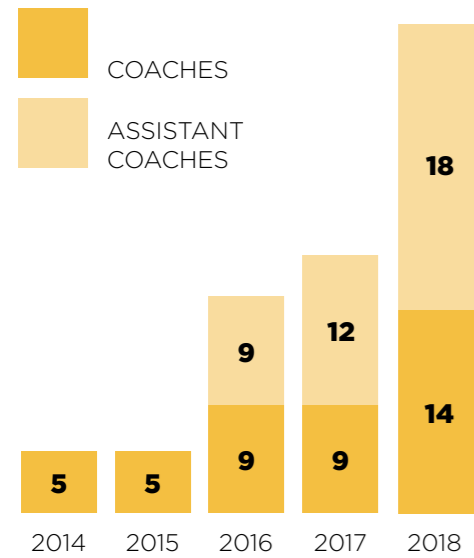
- WE OFFER HOPEFUL RUNNERS THE TRAINING NECESSARY TO ACCOMPLISH A MARATHON FOR THE 1<sup>ST</sup> TIME



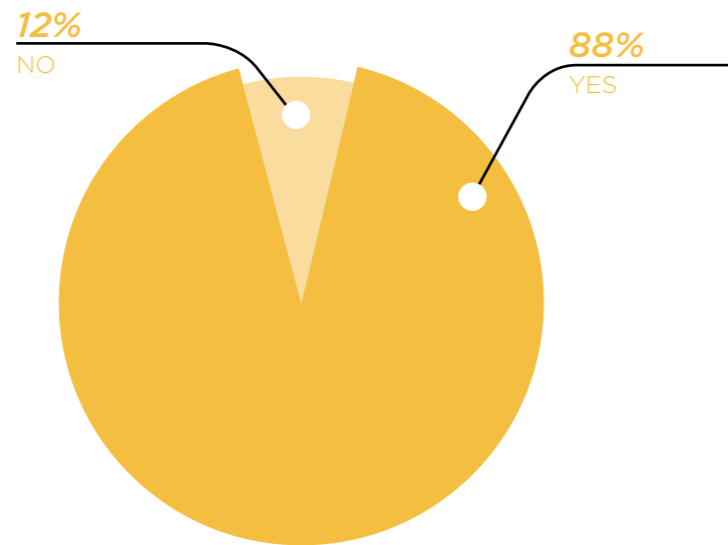


# "542" FIGURES PER YEAR

## "542" COACHES AND ASSISTANT COACHES' EVOLUTION



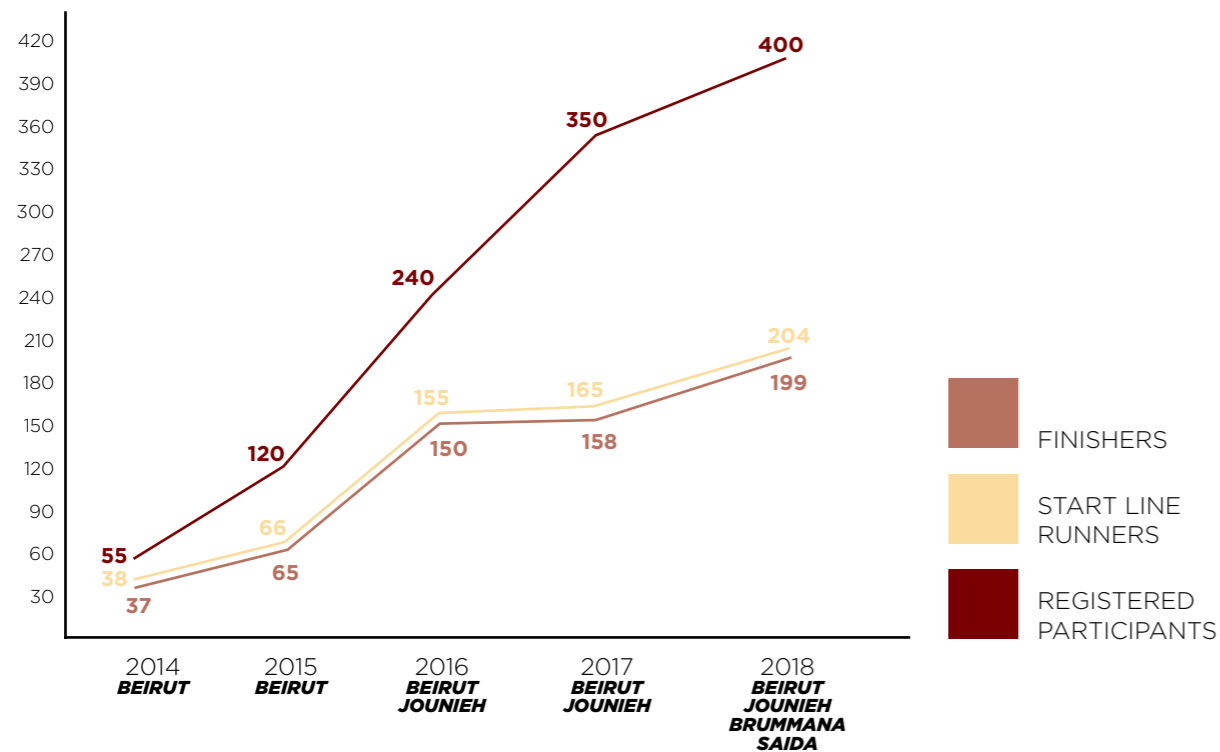
## % OF FINISHERS WILLING TO RUN ANOTHER MARATHON



## 30 Volunteers

OF THE WOMEN'S PROGRAM ASSOCIATION (WPA) HELPED WITH THE SUNDAY TRAININGS' OPERATIONS IN MANAGING REFRESHMENT STATIONS AND DIRECTING RUNNERS ALONG THE COURSE.

## EVOLUTION OF REGISTERED PARTICIPANTS, RUNNERS AND FINISHERS



COMMIT TO CHANGE, LACE UP YOUR RUNNING SHOES AND JOIN THE TRIBE OF PEACE RUNNERS IN LEBANON.

SUPPORTED BY  
BLOM BANK

COACH



## 2018 NEW INITIATIVE

# TEAM "BLIND WITH VISION"

The first Marathon training team in Lebanon for the visually impaired.

Following the successful training journey of Mr. Rabih El Jammal, who became the first visually impaired Lebanese runner to cross the Marathon finish line in 2017, team "Blind with Vision" was born with the mission to train other visually impaired runners and help them complete long distances with the assistance of designated guides.

The team is coached by Ms. Mary Kleyany. In 2018, the team had five visually impaired runners and more than ten guides. Each runner trains with two guides. The team trains under the umbrella of "542" program by the Beirut Marathon Association. They undergo two training sessions per week and join their fellow "542" runners on their long Sunday runs.

The team showed beautiful results where most of the team members completed their half marathon distance (21.1 KM) for the first time. Ghina Achkar made it to the podium as the first visually impaired female to complete the full marathon distance (42.195 KM).

*IT IS IMPERATIVE FOR THE BEIRUT MARATHON ASSOCIATION TO SUPPORT SUCH INITIATIVES THAT ADD A BEAUTY TO THE SELFLESS, POWERFUL AND BEAUTIFUL SPORT OF RUNNING.*





# “542” CODE

542 RUNNERS PERSEVERE

542 RUNNERS INSPIRE OTHERS

542 RUNNERS ARE ALWAYS UNITED

542 RUNNERS EMBRACE  
THE CHALLENGE

542 RUNNERS RESPECT  
THE ENVIRONMENT

542 RUNNERS LEAVE NO  
RUNNERS BEHIND

542 RUNNERS PUSH THEIR MINDS  
& BODIES TO THE LIMIT

542 RUNNERS ARE FUTURE MARATHONERS

542 RUNNERS COMMIT  
TO CHANGE





# “542” RUNNERS’ TESTIMONIALS

“‘542’ IS ALL THE GOOD THINGS THIS LIFE HAS TO OFFER. IT’S COMPASSION, LOVE, LAUGHTER, STRENGTH, WILLPOWER AND UNCONDITIONAL SUPPORT. IT’S BROTHERHOOD, SISTERHOOD, RUNNINGHOOD.”

“‘542’ IS MORE THAN A PROGRAM, IT’S A COMMUNITY. ONE FILLED WITH LOVE, SUPPORT, AND SHEER MOTIVATION.”

“I NEVER THOUGHT I COULD RUN 42.195 KM, UNTIL I DID. THANK YOU ‘542’.”

“MADE LOTS OF NEW FRIENDS AND I ACCOMPLISHED SOMETHING I NEVER KNEW I COULD BEFORE.”

“I HAD NO IDEA THAT RUNNING WOULD BE MY SAVIOR. WITH EVERY ‘542’ TRAINING RUN I WAS BECOMING STRONGER, HAPPIER, AND HEALTHIER.”

“I LOVED MEETING NEW PEOPLE, DISCIPLINE, COMMITMENT, ENHANCED PERFORMANCE.”

“BY COMMITTING TO CHANGE I WAS COMMITTING TO JUDGING MY SHORTCOMINGS LESS, AND LOVING MYSELF MORE.”





# "542" PARTNERS & SUPPORTERS

## PARTNERS



## SUPPORTERS



**BEIRUT PHYSIOTHERAPIST**  
Dr. Jihad Haddad

**BEIRUT PHYSIOTHERAPIST**  
Dr. Khalife Khalife

**JOUNIEH PHYSIOTHERAPIST**  
Dr. Marianne Abou Zeid



**INJURY PREVENTION SPEAKER**  
Dr. Hassan Beydoun

**CONSULTANT COACH**  
James Thie



**SAIDA PHYSIOTHERAPIST**  
Dr. Hazem Ismail

**NUTRITIONIST**  
Dr. Lama Mattar

**CARDIAC SCREENING**  
Dr. Mona Osman





# “510” TRAINING PROGRAM

The “510” training program was introduced by the Beirut Marathon Association in 2017 to help women and young girls complete the 10 KM distance at the Women’s Race.

In its second edition, 45% of the program graduates took their commitment further and trained for 5 months with the “542” training program. In one year, they completed a 10 KM Race and a marathon.

The training took place in Beirut and Jounieh, and ran for a total of 5 weeks thanks to amazing coaches who volunteered their time to help non-runners reach their goals of becoming race finishers.

The “510” free training program carries the same tagline as the “542” training program: “COMMIT TO CHANGE”. With that in mind, 78 young girls and women earned their medals by completing the 5<sup>th</sup> edition of Saradar Bank Women’s Race.

## COMMIT TO CHANGE!

### PARTNERS



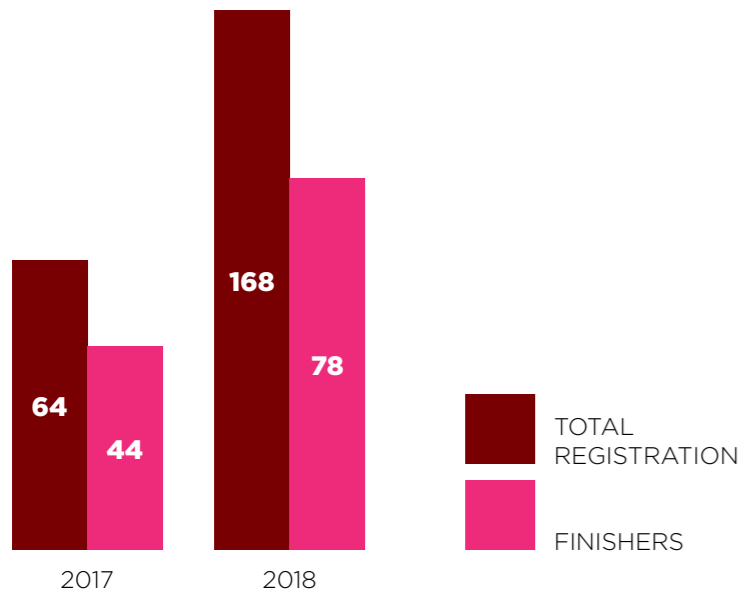
**PROGRAM  
NUTRITIONIST**  
Dr. Lama Mattar

**CARDIAC  
SCREENING**  
Dr. Mona Osman





# “510” FIGURES PER YEAR





# MEET OUR TRAINING PROGRAMS' COACHES



## ALI KEDAMI

### Major Races Completed:

- 18 Marathons (14 Beirut Marathons, 3 Paris Marathons, 1 Nice/Cannes Marathon)
- 14 Ultramarathons (1 Damas to Beirut, 1 Ecotrail Paris, 1 Iznik Ultra Turkey, 1 Cappadocia Ultra Trail, 1 Cro Croatia, 1 Oman by UTMB, 1 Sahara Desert Race, 1 Atacama Desert Race, 1 Gobi March Desert Race, 1 Antarctica South Pole Desert Race, 1 RacingThePlanet (Jordan), 1 RacingThePlanet (Madagascar), 1 Grand To Grand Ultra USA Grand Canyon, 1 The Track Outback Race Australia).
- 2 Running for a Cause Ultramarathons: For SANAD (Non-Stop)

**Personal Best:** 03:42:00

**Hobbies:** Arts and Paint



## WALID EL KABBANI

### Major Races Completed:

- 14 Marathons (6 Beirut Marathons, 1 Saida Marathon, 1 NN Marathon Rotterdam, 1 RunCzech Prague Marathon, 1 Schneider Electric Marathon de Paris, 1 Telenor Copenhagen Marathon, 2 Jbeil-Beirut Marathon Distances, 1 Maratona di Roma).
- 7 Triathlons
- Many Half Marathons and Races

**Personal Best:** 03:19:00

**Hobbies:** Running



## MOUSTAPHA AHMAD

### Major Races Completed:

- 20 Marathons (Berlin, Rome, Amsterdam, Istanbul, Dubai, Oman, London, Paris, Carrara, Beirut)
- 5 Ultramarathons (1 The ONER Ultra Trail Run England, 1 Grand To Grand Ultra USA Grand Canyon, 1 ISRU Iran, 1 M2M Hawaii, 1 MARU India)
- Iron Man (having completed it in Barcelona and Nice)
- Many Half Marathons and Races

**Personal Best:** 03:27:00

**Hobbies:** Traveling and Running



## CHUKRI NAKHOUL

### Major Races Completed:

- 17 Marathons (15 Beirut Marathons, 1 Rock 'n' Roll Montreal Marathon, 1 Saida Marathon)
- 1 Cedar Green Aquation
- 1 Shore to Summit Triathlon
- 1 Raid Des Cèdres Race
- 1 Barracks to Barracks Terry Fox Run
- Many Half Marathons and Races

**Personal Best:** 03:15:00

**Hobbies:** Running, Football, Tennis and Ski



## JIHAD SHOUEIB

### Major Races Completed:

- 3 Marathons (3 Beirut Marathons)
- 14 (10 KM Races)
- 3 Half Marathons
- 3 (5 KM Races)
- 4 (100 M Races)

**Personal Best:** 04:09:00

**Hobbies:** Running, Hiking, Hunting, Rafting, Drawing, Basketball, Music, Rappel and Climbing



## GHASSAN HAJJAR

### Major Races Completed:

- 9 Marathons (6 Beirut Marathons, 2 Schneider Electric Marathon de Paris, 1 BMW Berlin Marathon)
- 20 Half Marathons locally and internationally

**Personal Best:** 03:49:00

**Hobbies:** Running, Mountaineering, Road Biking and Rugby



## JIHAD EL BOURJI

### Major Races Completed:

- 12 Marathons (6 Beirut Marathons, 1 OPAP Limassol Marathon GSO, 2 Standard Chartered Dubai Marathons, 1 RunCzech Prague Marathon, 1 Schneider Electric Marathon de Paris, 1 BMW Berlin Marathon)
- 1 Ismik Trail Ultramarathon
- Many Half Marathons and Races

**Personal Best:** 03:09:00

**Hobbies:** Swimming, Music and Running



# MEET OUR TRAINING PROGRAMS' COACHES



## WISSAM KHEIR

### Major Races Completed:

- 3 Marathons (1 Beirut Marathon, 1 NN Marathon Rotterdam, 1 BMW Berlin Marathon)
- Many Half Marathons and Races

**Personal Best:** 02:59:00

**Hobbies:** Photography and Music



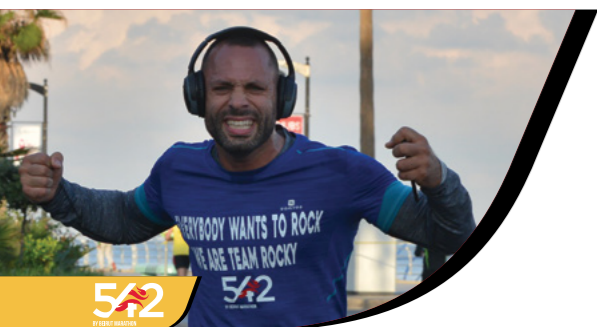
## MICHEL WAKIL

### Major Races Completed:

- 25 Marathons (Beirut, Amman, Paris)
- Many Half Marathons and Races

**Personal Best:** 03:22:00

**Hobbies:** Running, Swimming, Ski and Traveling



## ROCKY KIBLAWI

### Major Races Completed:

- 4 Marathons
- 7 Half Marathons
- 8 OCR Obstacle Course Race
- 5 Trail Races
- 35 Between 10 KM & 5 KM Races

**Personal Best:** 03:33:00

**Hobbies:** Running, Muay Thai, Hiking, Football, Diving and Spearfishing



## ZOUHEIR NAJI

### Major Races Completed:

- 16 Marathons (16 Beirut Marathons)
- Many Half Marathons and Races

**Personal Best:** 02:47:00

**Hobbies:** Athletics and Running



## MOHAMMAD GHADDAR

### Major Races Completed:

- 5 Half Marathons (BLOM BANK Beirut Marathon, ISF, Amsterdam, Barcelona and Cyprus)
- 6 Marathons (1 Logicom Cyprus Marathon, 1 OPAP Limassol Marathon GSO, 1 Schneider Electric Marathon de Paris, 1 Moscow Marathon, 1 Maratona di Roma & 1 Telenor Copenhagen Marathon)

**Personal Best:** 03:23:00

**Hobbies:** Horseback Riding and Biking



## SANDRA GARGOUR

### Major Races Completed:

- 3 Marathons (3 Beirut Marathons)
- 2 Half Marathons (1 Beirut Marathon, 1 LAF Jounieh)
- 1 (10 KM Race) (Women's Race Jbeil)

**Personal Best:** 03:44:00

**Hobbies:** Sports



## MARY KLEYANY

### Major Races Completed:

- 6 Marathons (3 Beirut Marathons, 1 RunCzech Prague Marathon, 1 Logicom Cyprus Marathon, 1 Maratona di Roma)
- 1 Ultramarathon of Four Seasons Mountain Trail
- Many Half Marathons and Races

**Personal Best:** 04:13:00

**Hobbies:** Nature and Exploring



## MARIA KIWAN

### Major Races Completed:

- 4 Marathons (4 Beirut Marathons)
- 12 (10 KM Races)
- 2 (5,000 M Races)
- 1 Tower Run / 86 Floors

**Personal Best:** 03:35:00

**Hobbies:** Baking, Outdoors and Traveling



# ABILITY PROGRAM

## A SALUTE TO THE SUPERABLED

For the third year in a row, the Beirut Marathon Association sustained its commitment to implement the Ability Program, an initiative that aims to enable the special needs category in the sports sector by enhancing their capabilities through training and competing on national, regional and international levels. This initiative was made possible due to the humanitarian support of Mrs. Chahrazad Rizk, a Beirut Marathon Board of Trustees member.

The 3<sup>rd</sup> edition of the program was organized in accordance with international guidelines, under the supervision of the Beirut Marathon's Race Director Wissam Terro, who describes the program as "a unique platform in the Arab region, one that gives hope in sports to the special needs category by providing them with the necessary tools to train and compete on national and international levels." The Ability Program's team of 22 women and men showed great progress in a short time. The committed members won podiums in Lebanon and abroad. A prominent example in this regard is the distinguished athlete Ahmad Al Ghouli, who won the first place in the overall category between the Lebanese with a time of 01:25:43. The training starts two months before the race and it takes place in Beirut and Tripoli Municipal Stadiums under the leadership of national coach Mohammed Al Ali and his assistant Bilal Al Tabach.

May El Khalil, President of the Beirut Marathon Association, and Board of Trustees member Mrs. Chahrazad Rizk, were both keen on following up the program's updates through field visits to support the para-athletes in the challenges they face by giving them the right encouragement needed to keep going.

For the very first time this year, the program received a great deal of support and logistic facilities thanks to: Beirut Municipality / Tripoli Stadium administration / Internal Security Forces / Just Organization / Beirut By Bike / Ahl El Kheir Association for volunteers. The program also receives the support of the "Union Cycliste Internationale" (UCI), who joins the free trainings to the para-athletes provided by the Beirut Marathon.



# 2018 START



THE ABILITY PROGRAM WAS MADE POSSIBLE DUE TO THE HUMANITARIAN SUPPORT OF MRS. CHAHRAZAD RIZK, A BEIRUT MARATHON BOARD OF TRUSTEES MEMBER.



# MRS. CHAHRAZAD RIZK'S WORD

**IT IS OUR RIGHT TO BE PROUD OF YOU, AND RAISE OUR FLAGS FOR YOU...**

"And so ends another year where I get to share the experience of adopting the Beirut Marathon's Ability Program, this initiative that caters to the superabled in our community, the heroes who defeat all odds and prove to themselves and their society that they are capable to raise the Lebanese flag high by challenging themselves and winning awards.

2018 was the year of changes in the Ability Program. With its thorough schedule that occupies the priority interest of the Beirut Marathon Association, the results were positively showing on all participants involved. I was happy to witness the positive results we started to reap through this program where a high physical fitness level and a dietary and healthy regimen that reflected on the level of performance of all ability athletes. This professional training program helped the Ability Program participants to cross the finish line of the BLOM BANK Beirut Marathon last year. Even more so, we began to witness record breaking performances and this truly fills my heart with so much love.

A big thank you from the heart to the Beirut Marathon Association team and president, my friend May El Khalil, for her vision that transcends the mere act of running to a more inclusive one that speaks to all. Another thank you goes to all those who work and contribute to the Ability Program in all its aspects.

Congratulations to the heroes and heroines, and if there is one thing I would say to them it would be: "You have the right to dream big, achieve big and win big. You make Lebanon proud by raising its flag in every competition you take part in, and we hereby promise to do our best to support your dreams."

Keep making us proud, keep making Lebanon proud."

**Chahrazad Rizk**



**PARTNERS**



As a child, Mohamad used to always ask for a bicycle, but his wish never came true. Fast-forward today he has participated in the Lebanese Cycling Championship and won for 7 years in a row. Mohamad used to work in a company in Kuwait. One day, he decided to go for the adventure of a lifetime: cycling around the Mediterranean. He quit his job to pursue his dream and planned to travel through 12 countries, 3 continents, and bike 12,000 KM for more than 4 months. He needed to raise funds in order to fund his journey.

Unable to gather support from private companies, he sought out the embassies of the countries he was passing through. In a press conference, his passion and vision got him the support he needed. Starting from Alexandria - Egypt, his journey lasted 7 months and 20 days.

Now, Mohamad is coaching the Ability Program by the Beirut Marathon Association, which consists of 24 Para-Athletes in both Tripoli and Beirut. His passion and love for adventures help him push the athletes harder and make them more eligible to cross the finish line and break their own records. He is a true inspiration.

**Mohamad Al Ali**  
Ability Program Coach



## 2018 NEW INITIATIVE

# RIGHT 2 RUN (R2R)

In an effort to grow and nurture the running culture in Lebanon, the Beirut Marathon Association organized a 2 KM road race in Burj El Barajneh on Sunday, September 23, 2018.

This race was the first of the Right 2 Run series; a program focused on infusing the running culture in underprivileged areas by organizing free-entry races in different regions of Lebanon. More than 200 girls and boys lined up at the start of the course.

The event was attended by the head of the municipality of Burj El Barajneh, Mr. Atef Mansour, who commended the efforts of the association in organizing such needed events that bring people together under the banner of health, unity and sports.

The 2 KM race was timed and the overall podium winners were:

**Girls:**

- 1- Roukaya El Monawar- 11:28
- 2- Farah Mohammed - 12:51
- 3- Assia Moussa - 12:59

**Boys:**

- 1- Fahed Shehab - 08:00
- 2- Yasser Suleiman- 08:30
- 3- Nassim Isawi- 09:12

All participants received t-shirts and medals, then trophies were handed to the winners. The event was made possible with the support of Burj El Barajneh municipality, the ISF, the Lebanese Red Cross, Women's Programs Association (Nour International Center) and the Burj El Barajneh civil defense unit.



**RIGHT  
2RUN** BY BEIRUT  
MARATHON



# ADOPT A TEAM

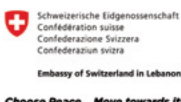



















With the support of benefactors, the Beirut Marathon is able to include a good number of underprivileged children within its events.

The preparation starts way before the event to recruit participants from various parts of Lebanon; South, North, Metn, Beirut, and the Bekaa. With the support of volunteers and project managers, the initiative secures registration, transportation, shirts and meals to the adopted teams.

In 2018, more than 1,500 children benefited from this program and returned home carrying medals and beautiful memories for life.

## PARTNERS

### INSTITUTIONS

### SUPPORTERS

- M. Alex Nader
- M. Nicolas Garzouzi
- Me. Uthman Arakji
- M. David Silver
- M. Habib Jaafar
- Mrs. Majida Jermakani

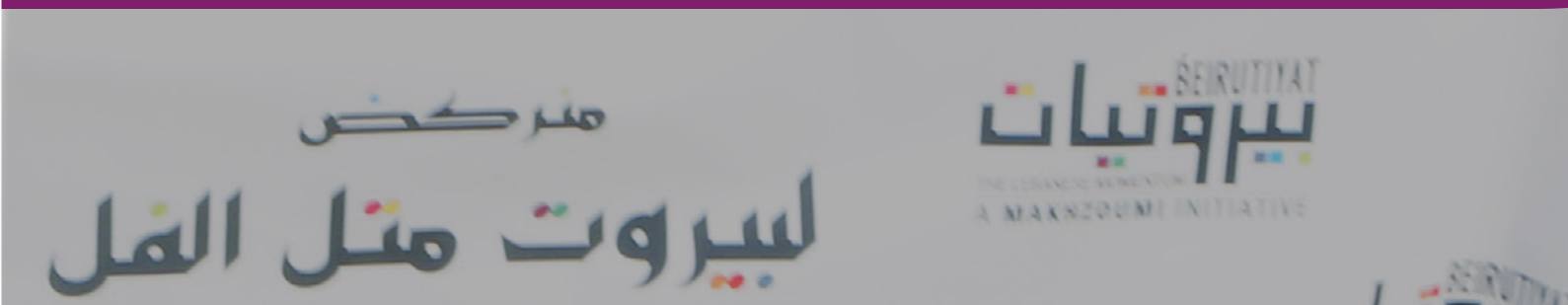


BECAUSE RUNNING IS AN INCLUSIVE SPORT, THE BEIRUT MARATHON ASSOCIATION INTRODUCED "ADOPT A TEAM" IN 2009.





# NGOs & VOLUNTEERS





# NGOs

With 223 partner NGOs, the Beirut Marathon Association stresses on the importance of using its platform for collaboration, fundraising, and raising awareness.

## 70%

OF THE PARTICIPANTS IN THE BLOM BANK BEIRUT MARATHON 2018 RAN TO SUPPORT CAUSES THEY BELIEVE IN.

## 25%

CONTRIBUTION OF ALL REGISTRATION FEES TO NGOs.

## 175,000\$

TOTAL OF CONTRIBUTION TO NGOs FROM REGISTRATION FEES.

## 13,595

INDIVIDUALS WERE OFFERED FREE REGISTRATION ACROSS ALL RACES.

*IN 2018, THE OUTREACH TEAM WORKED ON A COLLECTIVE AND PARTNERSHIP-BASED MINDSET WITH ALL THE DIFFERENT ENTITIES. THEIR GOAL WAS TO EXPAND THE BEIRUT MARATHON ASSOCIATION-ENTITY RELATIONSHIP INTO POSSIBLY MULTIPLE ENTITY-ENTITY RELATIONSHIPS.*

**TO ATTAIN THEIR GOAL, THEY HAD:**



**1,800** PHONE CALLS



**892** PRINTED DOCUMENTS



**5,100** DISPATCHED EMAILS

## 11

WEEKS OF DEDICATED VISITS

## 80

HOURS ENGAGING PRESENTATIONS





IN 2018, THE SUCCESS OF THE BEIRUT MARATHON PLATFORM IS SHOWN THROUGH

**24,474**

PARTICIPANTS RUNNING FOR DIFFERENT CAUSES - 2,429 RUNNING FOR RECENTLY PARTNERED NGOS.

**4,620**

VOLUNTEERS.

**180**

PARTICIPATING INNGOs/NGOs - 35 OF WHICH ARE FIRST TIMERS.

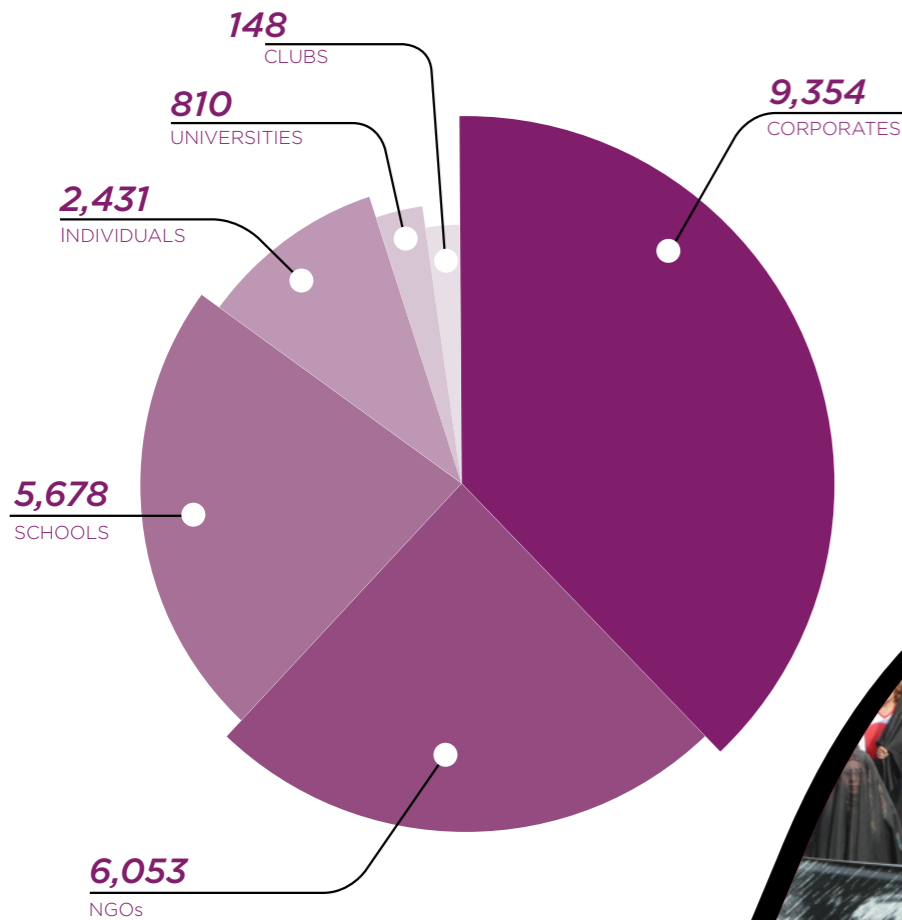
**223**

MULTIPLE YEAR AGREEMENTS SIGNED WITH NGOS.

**82%**

OF TOTAL VOLUNTEERS WERE RECRUITED FOR THE BLOM BANK BEIRUT MARATHON 2018.

PARTICIPANTS RUNNING FOR NGOS



**TOTAL: 24,474**



# AWARDS



**BEST NGO**

**Kunhadi** for recruiting the highest number of runners (2,129) both online and offline.



**BEST LONG-TERM PARTNER NGO**

**Lebanese Red Cross** for their commitment to ensure the safety of the participants.



**BEST COSTUME**

**SANOFI / ROTARY METROPOLITAN CLUB** for their efforts to eradicate Polio by 99.9% all over the world.



**THE MELANIE FREIHA AWARD**

A trophy given to the overall Lebanese female winner of the 5 KM Youth Race at the BLOM BANK Beirut Marathon.





# AWARDS



## BEST MESSAGE

**ABAAD** for always making it a point to use the event as a platform.



## UNIVERSITY SPIRIT AWARD

**AUB** with 986 students.



## BEST LONG-TERM PARTNER NGO

**G Living Green** for their commitment towards a more eco-friendly marathon.



## BEST FUNDRAISER

**Lebanese Autism Society** for collecting more than \$55,000 through pledging.



## SCHOOL SPIRIT AWARD

**Melkart** with 660 students.



## BEST NEW NGO

**Kids First** for recruiting 771 runners within the first few months of their partnership with the Beirut Marathon Association.



## FITNESS CENTER SPIRIT AWARD

**Mercury** for their support with "Adopt a Team" and a healthy competition spirit.



## LONG-TERM VOLUNTEERING PARTNERSHIP

**AGBU-Antranik** for their dedication towards improving the task they adopted.



## MOST ACTIVE NGO

**SAID** for the remarkable activations for this year's event.



## MOST ACTIVE NGO

**IDRAAC** for the remarkable activations for this year's event.



## VOLUNTEERING SPIRIT AWARD

**Lebanese Spotlight** for their commitment and passion towards volunteering.



## BEST NEW VOLUNTEERING ENTITY

**Dar Al Aytam Al Islamiyah** for their excitement towards joining the Beirut Marathon Association volunteering nucleus.



# VOLUNTEERS

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

## 825

SARADAR BANK WOMEN'S RACE VOLUNTEERS

## 3,795

BLOM BANK BEIRUT MARATHON VOLUNTEERS

## 230

"542" TRAINING PROGRAM VOLUNTEERS

# 36,468

HOURS OF COMMUNITY SERVICE CREDITED BY SCHOOLS AND UNIVERSITIES, SCOUT TROOPS, ORGANIZATIONS' MEMBERS, HIGH-SCHOOL STUDENTS, UNIVERSITY STUDENTS AND TECHNICAL INSTITUTES' STUDENTS.

# 2018 VOLUNTEERS BREAKDOWN

## BLOM BANK BEIRUT MARATHON

RACE LOGISTICS	1,629
ENTERTAINMENT & SPECIAL PROGRAMS	378
COURSE SECURITY	1,378
GREEN INITIATIVES	410

### TOTAL: 3,795

## SARADAR BANK WOMEN'S RACE

RACE LOGISTICS	509
ENTERTAINMENT & SPECIAL PROGRAMS	53
COURSE SECURITY	263

### TOTAL: 825

## "542" TRAINING PROGRAM

COURSE LOGISTICS	230
------------------	-----

### TOTAL: 230





# TESTIMONIALS

Our experience in 2018 was one of the most rewarding experiences between the last five years, especially with our #OneMore campaign. To put it in numbers, we had 754 participants running for mental health and we had the international athlete ultramarathoner Ara Khatchadourian and me pledging and training to run the 42.195 KM to be able to raise funds (42,458 \$ successfully collected) to treat 1,000 needy patients for their mental health. We also won an award for being the most active NGO.

Our experience was more than #OneMore marathon; it was #OneMore awareness, #OneMore support, #OneMore change & #OneMore success!

**Georges Karam**  
Founder and President

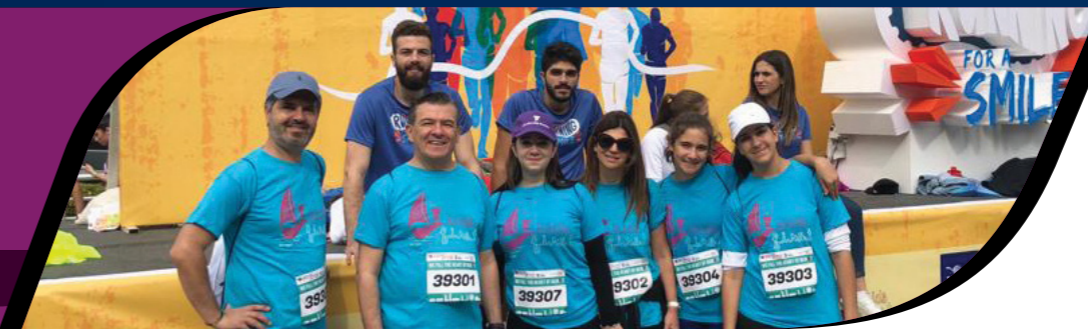
**IDRAAC**



Kids First had the pleasure to participate in the BLOM BANK Beirut Marathon this year. We are truly grateful for the amazing support and planning provided during the Marathon. We also appreciate the support and award distribution for the participating organizations post Marathon where Kids First was given a trophy for being a young organization participating in the event. The effort and splendid work done by the organizers is highly treasured by Kids First, who aims to keep participating in a Marathon that brings together different organizations and helps them raise money for their diverse causes.

**Paul Noun**  
Founder and President

**KIDS FIRST**



The Lebanese Autism Society - LAS has been involved in the Beirut Marathon since 2011; this year, 720 participants were running for our NGO. LAS is grateful for this opportunity and benefited from the Beirut Marathon to raise funds and awareness, through its physical presence during the run in terms of cheering stations and through online campaigns sponsoring the run of Seri Beyhum.

**Arwa El Amine**  
Founder and President

**LAS**



I started small with the Marathon in 2016. In 2018, I decided to expand our involvement through pledging but I did not know anyone personally, so when I heard about the "542" Program, I signed up to meet new people. Not only did I get addicted to running during that period, but also more people were starting to believe in our cause where 799 runners eventually ran for colorectal cancer and the importance of early screening in the prevention of this second most common killer cancer among males and females! (A jump from 190 who registered last year).

Thank you to all the members, staff, volunteers, all the bees of this association and Mrs. May El Khalil who created this culture of running.

**Hana Nimr**  
Founder and President

**SAID**



We hosted a stand for several days before the race where we were selling reflective bracelets and explaining blood alcohol calculation as per the Lebanese Traffic Law. We were also conducting the drink driving simulation to raise awareness in a fun way.

On the day of the race, Kunhadi broke 2018's record as the NGO with the highest number of runners, exceeding 2,100 at BLOM BANK Beirut Marathon, running for a cause "Road Safety for All".

This was a big success and we are hoping for an even bigger number next year.

**Lena Gebrane**  
Co-Founder and Vice President

**KUNHADI**





# WATER, RECYCLING STATIONS & GREEN VOLUNTEERS

For the BLOM BANK Beirut Marathon 2018, 4 entities came together to guarantee that the event generates minimum waste and that all the bottles are recycled. G Living Green took over the aftermath of major water stations with their volunteer masses. Live Love Recycle situated green tuk tuks for easy disposal. Jannat Bladi made sure their volunteers joined forces with the green team and helped people recycle. Froz created a "Rkod w Froz" campaign where a group of individuals came together and participated in plogging; an act of running/jogging while picking up trash. The combination of all these efforts resulted in a mass awareness and appreciation from the other participants who became more conscious and active about recycling and cleanliness.



13 WATER STATIONS ALONG THE COURSE ENSURED THE COLLECTION AND RECYCLING OF A TOTAL OF 150,000 WATER BOTTLES.





"2018 was a year of great positive change. We expanded our reach and partnered with various and diverse entities in the Lebanese society; this inclusive and holistic approach has allowed us to remain true to our vision of spreading the running culture in Lebanon. Furthermore, the Hospitality and Outreach department continues to add depth to the term "fundraising platform" as we concocted a three-year plan at the end of which all participants will be running for a cause."

**Abdallah Abdelnour**  
Hospitality & Outreach Director





# ENTERTAINMENT & CHEERING STATIONS



# ENTERTAINMENT & CHEERING STATIONS

This year, entertainment was the highlight of the Beirut Marathon. From the Marathon Village opening to race day, the entertainment schedule included the best acts and activities that added a flavor of fun to the happy vibes and ongoing energy at the BLOM BANK Beirut Marathon.

## THE ENTERTAINMENT STAGES FEATURED:

- The Lebanese Army
- The Bersaglieri
- Joseph Attieh
- YAM
- KIDZ MONDO
- Fitness Zone
- Beirut Fitness Private
- LAU Cheerleaders
- Lyne Gandour Dance Academy
- Dar Al Aytam Al Islamiyah
- Dar Al Aytam - Shemlan
- Gandour
- VIVA Entertainment
- Playtown
- DJ Rimy
- DJ Mark
- DJ Youssef K
- DJ Chloe

More than 60 cheering stations and 600 personnel were spotted along the 8 KM and the 42.195 KM course. The most prominent stations on the 42.195 KM course were those of the Russian Culture Center and Good Shepherd Sisters, and most importantly the Mankitail station, which won the award of "Best Cheering Station" at the BLOM BANK Beirut Marathon 2018.



WE WILL KEEP FILLING THE HEART OF BEIRUT WITH MORE ENTERTAINMENT AND MORE CHEERERS TO BOOST OUR RUNNERS AND HELP THEM GET TO THE FINISH LINE WITH A BIG SMILE.







WE FILL THE HE

ASIAN  
PREMIER  
MARATHONS  
**APM**

**BANK**  
**UT MARATHON**

# ***PARTNERSHIP***

CDL

**mix** fm 104.4

**VTL** صوت لبنان

**solidere**

**grandcinemas** entertaining

**Em Georges**

**kurban**

**solidere**

**MIEA**

**VTL**

**mi**



# PARTNERSHIP

The Beirut Marathon Association counts largely on the contribution of the corporate world to maintain its activity and events.

Despite the difficult economic context and now more than ever, the platforms that the Beirut Marathon Association offers are able to attract a large number of companies who leverage on the large participation level to engage with the audience through branding opportunities and activations. Moreover, our platforms are a great way for our partners to bridge among themselves.

Whether for visibility or for support, partners show a lot of positive reciprocity and interactivity with the Beirut Marathon Association's events.

In-kind support still contributes at large to the events' continuity as the logistics' requirements are increasing with the events' growth.

## 2018 PARTNERSHIP HIGHLIGHTS

**51** NEW PARTNERS JOINED IN 2018 WHETHER THROUGH THE MARATHON VILLAGE, IN-KIND CONTRIBUTION, OR THROUGH THE BRANDING OPPORTUNITIES OFFERED WITHIN OUR EVENTS.

**95%** OF THE PARTNERS RENEWED THEIR COMMITMENT FROM 2017.



In 2018, we have signed many Memorandum of Understanding (MOUs) to exchange mutual support with:

- The "RDCL World" (Association of Lebanese Business People in the World - Rassemblement de Dirigeants et Chefs d'Entreprises Libanais au Monde)
- The "BDD" (Beirut Digital District)
- The "Global Compact" where we are now part of the "Global Network" (Lebanon Chapter) committing to the sustainable development goals 3 (healthy lifestyle) and 12 (responsible consumption).



# OFFICIAL SUPPORTING PARTNERS

Ministry of Youth & Sports  
 Ministry of Tourism  
 Ministry of Interior & Municipalities  
 Ministry of Public Works & Transportation / CDR  
 Ministry of Public Health  
 Ministry of Education & 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

## SUPPORTING MUNICIPALITIES ON RACE COURSE

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

## OTHER SUPPORTING MUNICIPALITIES

Aley  
 Baabda-Louaize  
 Batroun  
 Chiyah  
 Damour  
 Dbayeh  
 Dekwaneh  
 Hazmieh  
 Jbeil  
 Jounieh-Haret Sakher  
 Sin El Fil

**THANK YOU FOR YOUR CONTRIBUTION TO THE BEIRUT MARATHON ASSOCIATION'S SUCCESS.**





# KEY OFFICIALS TESTIMONIALS



## MP. SIMON ABI RAMIA

Beirut Marathon, a national event with high distinction. Each year, the Beirut Marathon proves to surpass the sporting event status to reach the level of a national event that the Lebanese eagerly await and look forward to.

I still remember the first time I took part in the Beirut Marathon as a runner. It was in 2009 and I was genuinely surprised to see not only the great number of participants, but also the enthusiasm of everyone, no matter what's their age, where they're from and their different backgrounds. In the world of today, the Beirut Marathon is considered a platform of expression and openness among all Lebanese.

In addition to sports enthusiasts, race day gathers causes, associations, organizations and cultural clubs that are heavily involved in this event, as it is an opportunity to defend many causes such as women, youth, people with special needs and other socially vulnerable groups. All these entities help make the Beirut Marathon a big arena where the Lebanese express their aspirations, hopes and dreams.

Runners and participants in the Beirut Marathon, who Fill the Heart of Beirut and its streets with the message of love, solidarity, and brotherhood, move their love from the capital's arteries to the rest of the Lebanese body, so Lebanon feeds every year on the positive energy induced by thousands who experience the beauty of Marathon Day.

***I wish the Beirut Marathon Association all the best for the national mission it holds to move and unite the people of Lebanon through Running.***

**Simon Abi Ramia**  
Chairman of the Parliamentary Youth and Sports Committee



## H.E. ZEID KHIAMI

The tale of the Beirut Marathon,

A Tale of infinite ambition,

A tale that began with a self-defying challenge by Mrs. May El Khalil, one day seventeen years ago, and that, in our present days, turned into a bright spot to look forward to with passion and longing, and eagerly await.

The tale of the Beirut Marathon represents the syndrome of success, the source of smiles on the streets and neighborhoods of Beirut and other cities, the rare recreation space in the darkness of the economic situation, and the podium of heroes, embracing them and caring for them.

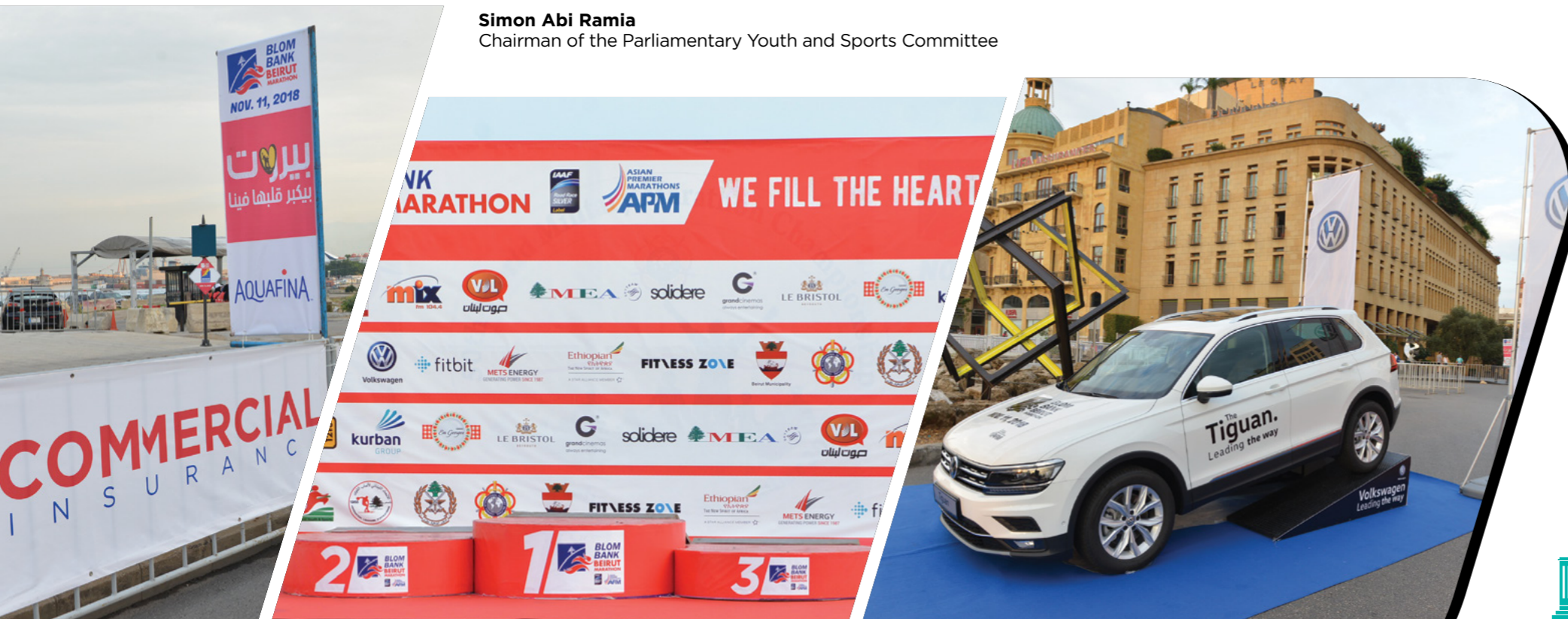
Between the grand annual race, the women's race, the youth race, and other events, the tale of the Beirut Marathon was transformed into a rambling story, starting with growing the Marathon culture in all regions of Lebanon, bringing people together under the umbrella of peace, unity and love.

The tale of the Beirut Marathon is, as all success stories, growing to become a symbol of powerful influence, and its double secret is that its story was written at a time when the winds in our country were blowing from all directions.

Lebanon needed such a story. Congratulations to everyone who wrote the tale's chapters from organizers to participants, for they helped bringing the dream to life.

***And forward we go.***

**Zeid Khiami**  
General Director of the Ministry of Youth and Sports





# PARTNERS' TESTIMONIALS



## MR. SAAD AZHARI

**BLOM BANK Beirut Marathon, a world-class marathon.**

It gives me great pleasure to say that BLOM BANK Beirut Marathon has become a remarkable tradition in the athletic world thanks to the efforts deployed by the President of Beirut Marathon Association Mrs. May El-Khalil and her team. The event has evolved over the years to become a world-class marathon. No doubt, hosting the 50<sup>th</sup> World Military Marathon Championship proved the high standards attained by the Marathon after the latter reached unprecedented levels of organization and professionalism.

BLOM BANK Beirut Marathon has always been the most prominent athletic event in Lebanon. This is not only due to the quality and quantity of its participants, but also to the social message the Marathon carries; for the Marathon constitutes a major platform that supports humanitarian, cultural, and environmental causes in Lebanon. It also serves to shed light on the role that corporates play in social responsibility as well as the activities of civil society.

Similar to every year, the Marathon adopts a new slogan that reflects the message behind this event. This year's slogan, "We Fill the Heart of Beirut", conveys utmost appreciation to the participants from all over Lebanon. All those runners who come to Beirut pump life into its heart and enrich this authentic and ever-evolving city. In addition, BLOM BANK Beirut Marathon shall always remain a valuable platform for the culture of running and healthy living.

We, at BLOM BANK, consider our sponsorship of BLOM BANK Beirut Marathon one of our most important and most prestigious activities in Corporate Social Responsibility due to its importance and its ability to touch various causes and everyday issues. We always strive to take our support of the Marathon to new heights; and in this regard, it is also worth mentioning our sponsorship of the "542" Program which trains first-time runners for 5 months to run the 42.195 KM Marathon.

In closing, I would like to reiterate, once again, that BLOM BANK is proud of its constructive relationship with the Beirut Marathon Association as well as the world-class level that the Marathon has achieved. We look forward to many years of partnership as we witness the beautiful growth of the running community in Lebanon.

**Mr. Saad Azhari**  
Chairman & General Manager of BLOM BANK



## MR. MARIO SARADAR

For the third consecutive year, Saradar Bank was the proud supporter of the Saradar Bank Women's Race. This initiative is in accordance with our Corporate Social Responsibility strategy, which focuses on women empowerment and sports.

Our group believes in the importance of sports and its positive impact on the community. We support young Lebanese athletes to reach international levels through Fondation Saradar. Moreover, we show our engagement by promoting running in Lebanon through our track & field club "let'S run".

The Women's race is a platform that involves women in competitive sports, empowering them to run forward towards bigger goals, higher dreams and wider objectives.

Women play an important role in our society and it is our duty to give them the needed support to achieve their objectives.

**Finally, I would like to thank again Beirut Marathon Association for their engagement and commitment to this cause.**

**Mr. Mario Saradar**  
Chairman & CEO of Saradar Bank



## MR. MOUHAMAD RABAH

Our partnership with the Beirut Marathon Association started last year with the "542" Training Program and it was just the beginning of what we foresee as a long and strong partnership. Our involvement with the Beirut Marathon is aligned with the values and vision of BDD: We share a commitment to Lebanon, a commitment to unite our communities, to inspire generations and a commitment to put Lebanon on the global map. We are also committed to contribute to the economic, social and environmental framework of society by promoting education, entrepreneurship, women empowerment and a healthy lifestyle.

I want to thank the Beirut Marathon Association for giving BDD the opportunity to be associated with a great organization and for the great work and impact it continues to create with every race, program and initiative it undertakes. Not only does the Beirut Marathon unite people from all backgrounds and walks of life, but has also succeeded in exponentially growing the culture of running in Lebanon and contributed in developing the Lebanese sports sector by organizing world-class certified marathons.

**We look forward to a long-term collaboration with the Beirut Marathon Association.**

**Mr. Mouhamad Rabah**  
CEO of Beirut Digital District (BDD)



# PARTNERS' TESTIMONIALS



## MR. TALAL SHAIR

A beloved and eagerly anticipated annual tradition now in its ninth year, our firm's involvement in the Beirut Marathon has become characteristic of the identity of Dar Beirut. In 2009, we began this journey with 170 runners, and every year since then, the number of Dar staff running in the Beirut Marathon has grown steadily. This last November, 1,465 Dar-affiliated runners took to the streets of Beirut to participate in the event's various categories. In my opinion, this fruitful partnership has thrived and prospered primarily because Dar and the Beirut Marathon Association share fundamental values including an unshakeable commitment to the sustainable development of Lebanon and a mission to support non-governmental and charity organizations fighting on the frontlines for the greater good of the Lebanese community.

In its partnership with the Beirut Marathon, Dar is also driven by an invested interest in promoting active, healthy, and fulfilling lifestyles among our employees. With this idea in mind, Dar has launched several initiatives to encourage company-wide engagement with this physically strenuous enterprise. For one, the company has undertaken to cover all registration fees not only for all participating staff but also for those of their spouses and children who are willing to run. Our in-house Beirut Marathon Committee launches preparation for the marathon from the early stages of the year, and through the company's intranet and email network, we regularly communicate with all our employees, encouraging them to sign up and to practice. On the day, our get-together tent provides a full-fledged support hub for the Dar community: providing care for runners, entertainment for kids, and contributing to the festive atmosphere with various surprises and activities after the race. Afterwards, the results are publicized, and Dar hosts an award ceremony to honor Dar participants who registered exceptional performances: all of its 42.195 KM marathon and 21.1 KM half marathon runners as well as the top 5 male and female runners in the 8 KM serious run are awarded trophies, medals and rewards for their monumental achievements. These efforts have created a joyful competitive atmosphere within Dar community, one that, year after year, has encouraged more and more people to sign up and live the experience.

To maximize the social impact of our participation, Dar chooses one non-governmental organization to support every year. In 2018, Dar ran for Kunhadi, to promote a responsible driving culture. In previous years, we have supported the Children's Cancer Center of Lebanon, Roads for Life, the Lebanese Autism Society, and various others. We welcome the chance to support the efforts of those seeking to improve our community on one of the biggest public stages in Lebanon.

Moving forward, Dar will strive to remain a proud champion of the Beirut Marathon and all it represents, and we hope to stand behind the Association as it continues to make progress towards healthier lifestyles, more socially aware and engaged communities, and a more connected and prosperous Lebanon.

***Lastly, I would like to extend my personal salutations to May El Khalil and to her energetic team who have made this international yearly event, second to none in Lebanon and throughout the Middle East.***

**Mr. Talal Shair**  
Chairman & CEO of Dar Al-Handasah Consultants (Shair & Partners)





# PARTNERSHIP FACTS & FIGURES

**26%**

CASH REVENUES

**74%**

BARTER & IN-KIND CONTRIBUTIONS

**209**

COMPANIES REGISTERED IN RACES

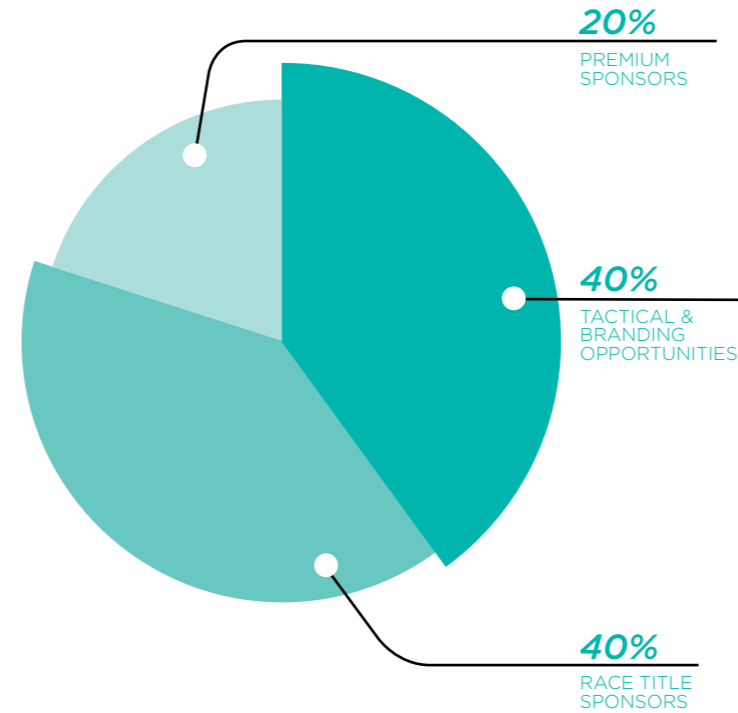
**16,220**

RUNNERS REGISTERED THROUGH CORPORATES

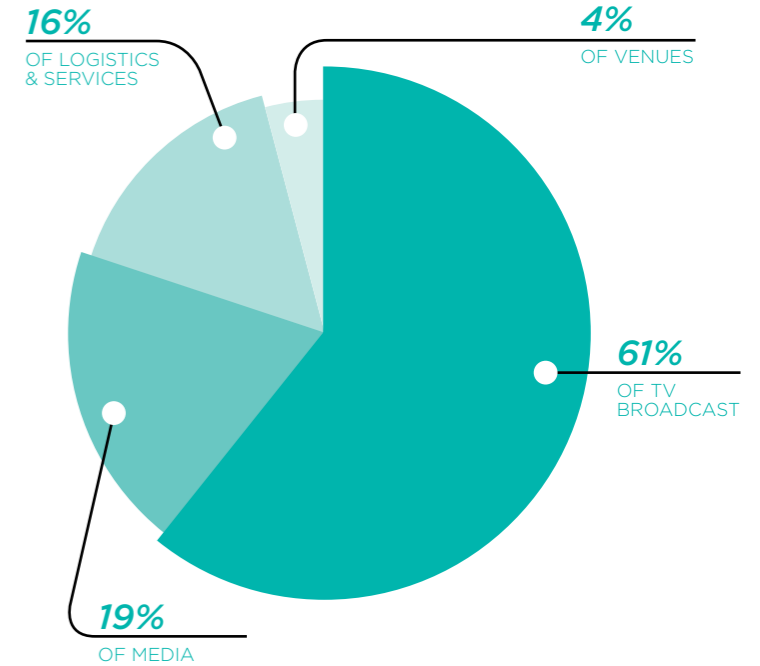
**9,103**

CORPORATE RUNNERS CHOOSING TO RUN FOR A CAUSE

## CASH PARTNERS



## BARTER PARTNERS



## PARTNERS & SUPPORTERS



### RACE TITLE PARTNERS

- **BLOM BANK** FOR THE BEIRUT MARATHON
- **SARADAR BANK** FOR THE WOMEN'S RACE



### PREMIUM PARTNERS

AQUAFINA, MIDDLE EAST AIRLINES (MEA), SOLIDERE, GRAND CINEMAS, CUISINE EM GEORGES, LE BRISTOL HOTEL, MONROE HOTEL, KURBAN TRAVEL, VOLKSWAGEN, ALLO TAXI, AVIS, SAVEURS DU MONDE, COMMERCIAL INSURANCE, METS ENERGY, OYSHO, MAKHZOUMI FOUNDATION, GRID INTERNATIONAL, CASTANIA, BEIRUT DIGITAL DISTRICT (BDD), NIKE, ALFA.



### SUPPORTERS

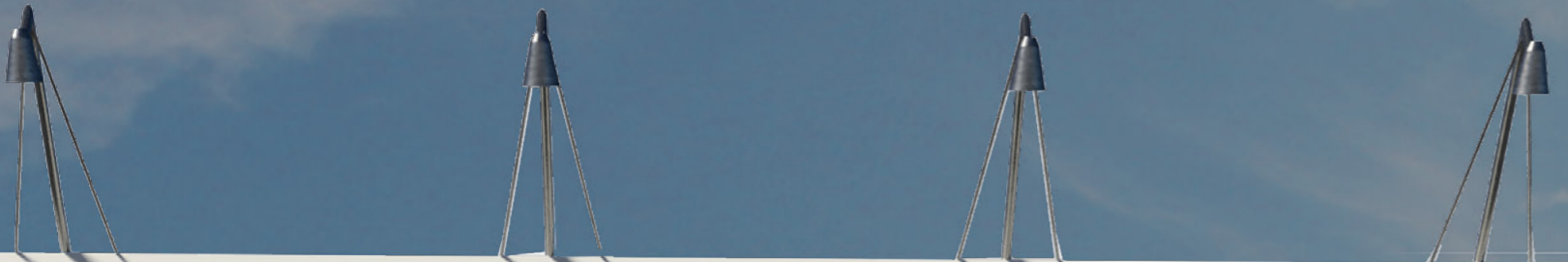
DAR AL-HANDASAH CONSULTANTS (SHAIR & PARTNERS), LUCID INVESTMENT BANK, STRATEGY& (PART OF PWC NETWORK), CITYMALL, SPINNEYS, ABC, VALET PARKING SERVICES (VPS), LIBANPOST, KEY NURSERY CLAIRE MAASSAB, ZAWARIB, KASSAB STATIONERY, ETS. FERDINAND HOSRI, PIXELMOB, MUNICIPLAITY OF KFARDEBIAN, MEDCO, WI-THINK, TABBARA GENERAL, POLARIS, THE BRIDGE, PANCROP, FUTURE SECURITY, ETHIOPIAN AIRLINES, BIEL, PROMOLINE, PUMA.



"Having a listening ear to your partner's needs creates trust and credibility. Going the extra mile to deliver more than what is expected is what service is all about. Taking your partners' best interest at heart is the key to retain them. Believing in what you say and do tops it all. This is our motto, this is how we like to do it."

**Deenah Fakhoury**  
Partnership Director





**BLOM BANK**  
**BEIRUT MARATHON**  
NOV. 11, 2018



**WE FILL THE  
HEART OF  
BEIRUT**

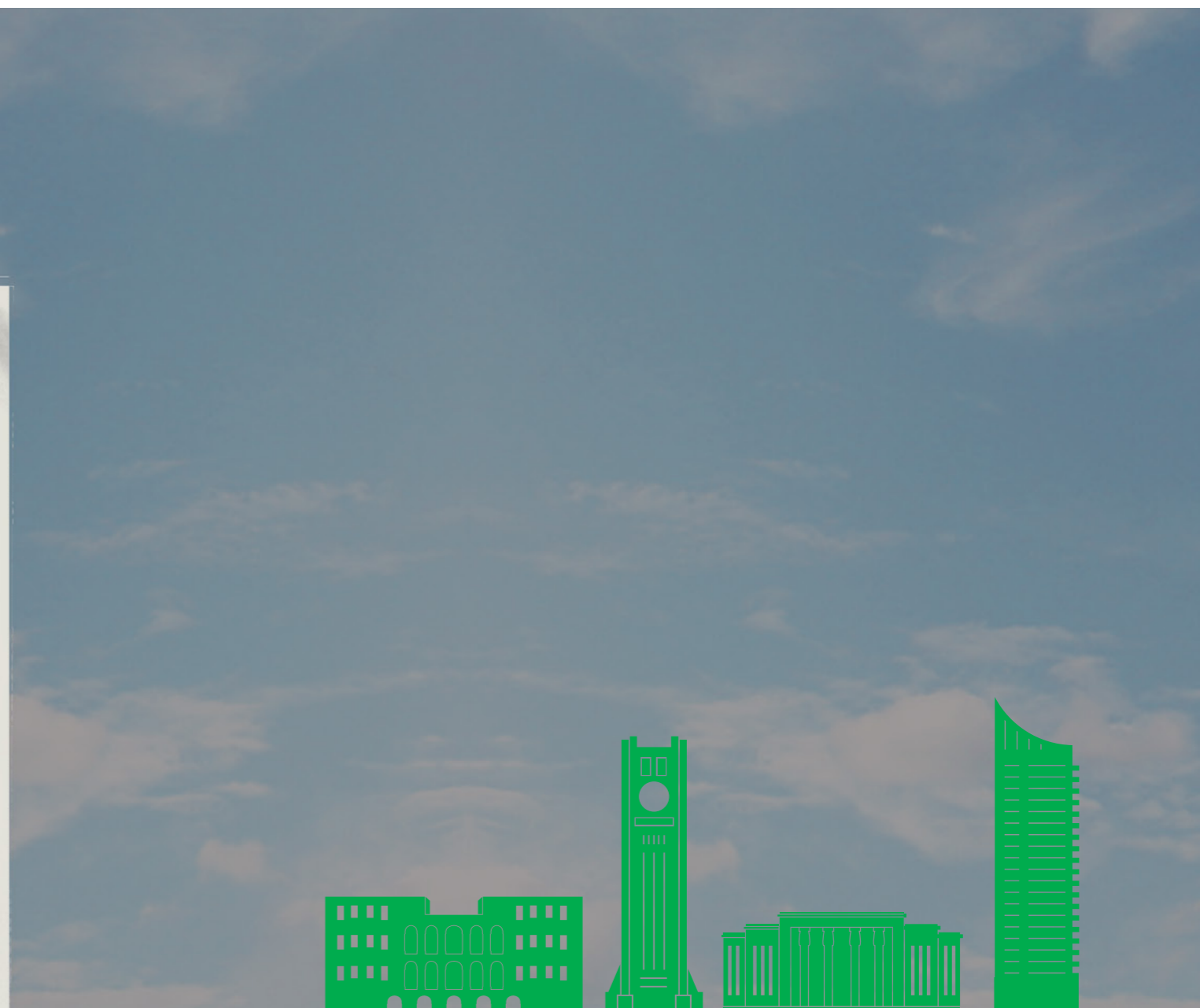


BEIRUTMARATHON.ORG

REGISTER BEFORE OCT. 21, 2018



**IRON  
BEI  
RUT**  
اركض بيروت



**COMMUNICATION**



# COMMUNICATION

We thank all our media partners for helping us "Fill the Heart of Beirut".

Without the support of our media partners, it wouldn't have been possible to share our core values with our community. This year, with your help, "We Filled the Heart of Beirut", working hand in hand to communicate all aspects of the Beirut Marathon Association from races, international participation and socio-economic impact.

We, at the Beirut Marathon Association, are honored to have the media as partners in our events and races, and are grateful for the passion and creativity they bring to the coverage of our races and functions.



## PARTNERS

### TV PARTNERS



### RADIO PARTNERS



### NEWSPAPERS



### MAGAZINES



### SOCIAL MEDIA PARTNERS



### LED NETWORKS



### ONLINE NEWS PLATFORMS





# 2018 MEDIA REPORT

## SARADAR BANK WOMEN'S RACE 2018

28 FEBRUARY - 10 MAY

**450** 

SPOTS ON 3 TV STATIONS

**83** 

LED NETWORK LOCATIONS (PROMOMEDIA, M&A, PIKASSO)

**200** 

STREET SIGNS

**5,000** 

SMS

**700** 

SPOTS ON 3 RADIO STATIONS (MIX FM, VDL)

**3** 

WALLS & FENCES LOCATIONS

**24** 

NEWSPAPER INSERTIONS

**5** 

MAGAZINES

**6** 

PRE STRUCTURES

**7** 

TOWERS

## BLOM BANK BEIRUT MARATHON 2018

1 SEPTEMBER - 5 DECEMBER

**700** 

SPOTS ON 4 TV STATIONS

**100** 

LED NETWORK LOCATIONS (M&A, PIKASSO)

**200** 

STREET SIGNS

**110,000** 

SMS

**1,300** 

SPOTS ON 2 RADIO STATIONS (MIX FM, VDL)

**134** 

NEWSPAPER ARTICLES

**40** 

NEWSPAPER ADS

**3** 

WALLS & FENCES LOCATIONS

**6** 

MAGAZINES

**9** 

AIRPORT DIE CUTS INSTALLATION

**9** 

REGIONAL & INTERNATIONAL COVERAGE STATIONS (JA-TV / REUTERS / SKYNEWS / MBC / IRAQIA / HURRA TV / CCTV / AL JAZEERA / AL FAYHAA)

**3** 

BRIDGES LOCATIONS

**9** 

PRE STRUCTURES

**15** 

TOWERS

**8** 

RADIO INTERVIEWS

**16** 

TV INTERVIEWS

**65** 

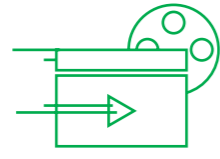
NEWS PROGRAMS





# SOCIAL MEDIA FACTS & FIGURES

 **74,000**  
UNIQUE  
WEBSITE  
USERS

 **288**  
CINEMAS  
(3 THEATERS, 2 LOCATIONS  
- GRAND CINEMAS)

 **132,586**  
PAGE  
LIKES

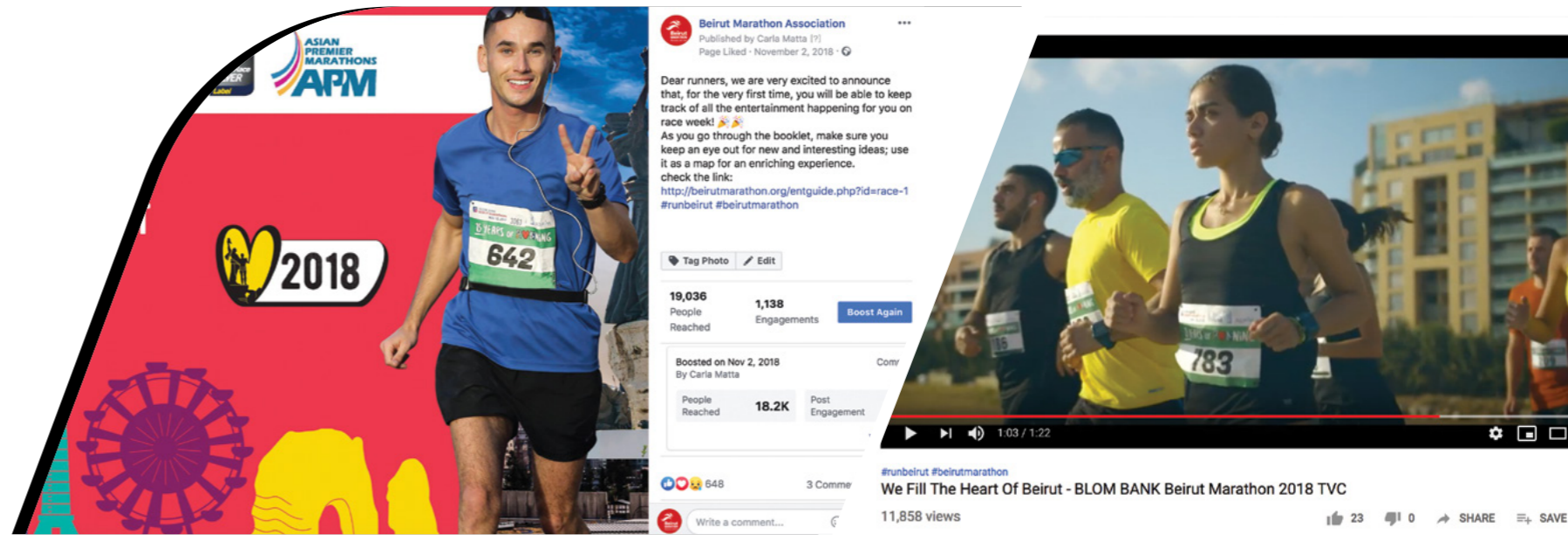
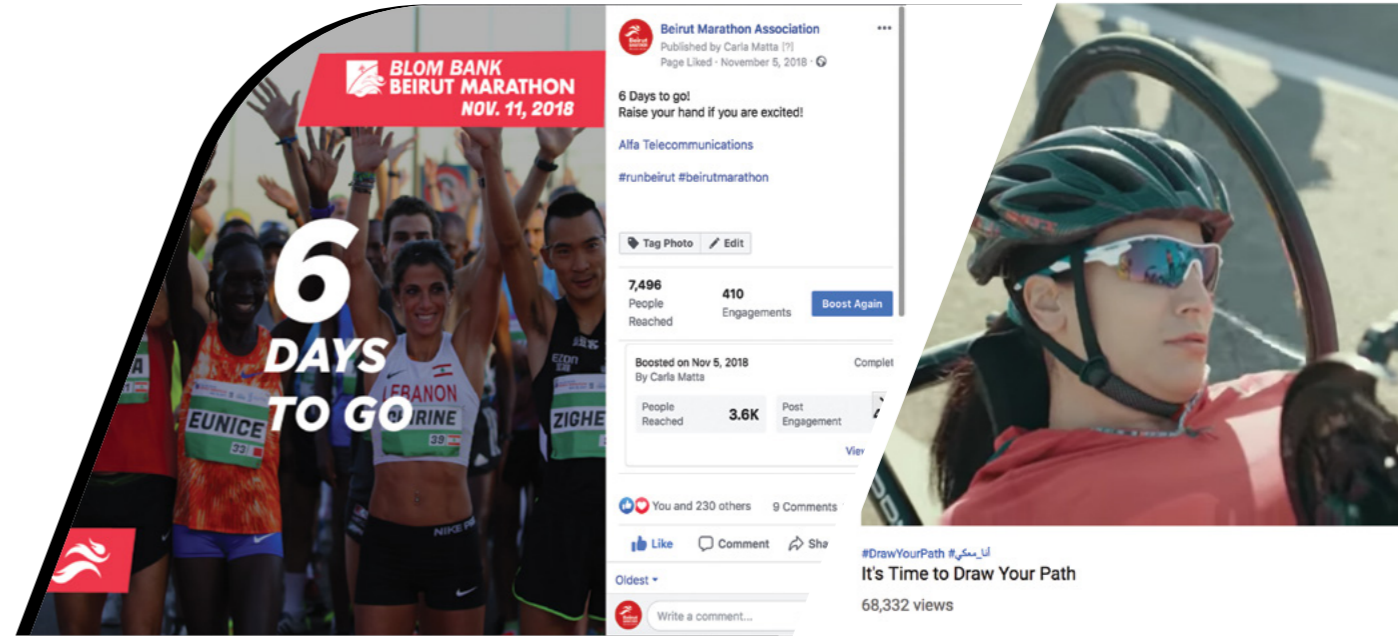
**#BEIRUTMARATHON**  
**40,590** POSTS

 **19,927**  
FOLLOWERS

**#RUNBEIRUT**  
**4,810** POSTS

 **7,711**  
FOLLOWERS

**#DRAWYOURPATH**  
**3,215** POSTS



“Every day is a marathon at the Beirut Marathon Association. The communications team doesn’t rest in between races.

We have so many inspiring stories to be told and we use various channels to reach our different audiences locally, regionally and internationally.

The Beirut Marathon Association is growing in size year after year and our campaigns are always well targeted to ensure that the culture of running keeps on growing in Lebanon. In our communication, we always focus on the positive impact the marathon has on the country and the people. We are reinforcing this message by engaging the runners and community through the creation of various activations. It is a life changing experience and an honor to be part of this organization that is bringing together all Lebanese under the message of Peace, Love, Run.”

**Inès Salloum**  
Communication Director





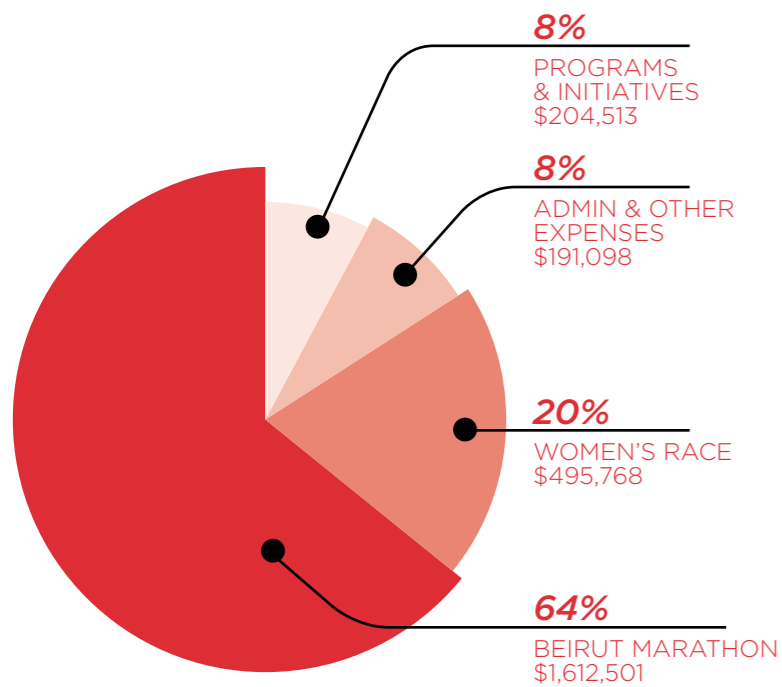
# FINANCIALS



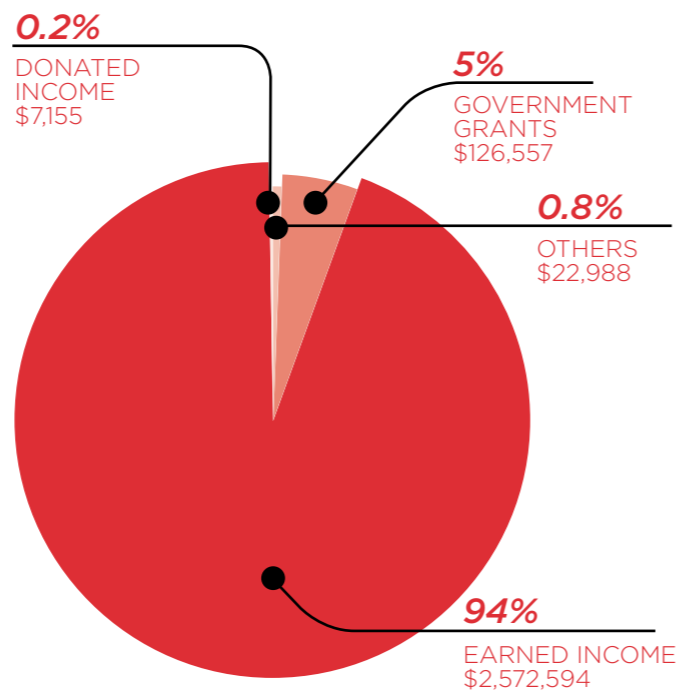
# 2018 BEIRUT MARATHON ASSOCIATION IN NUMBERS



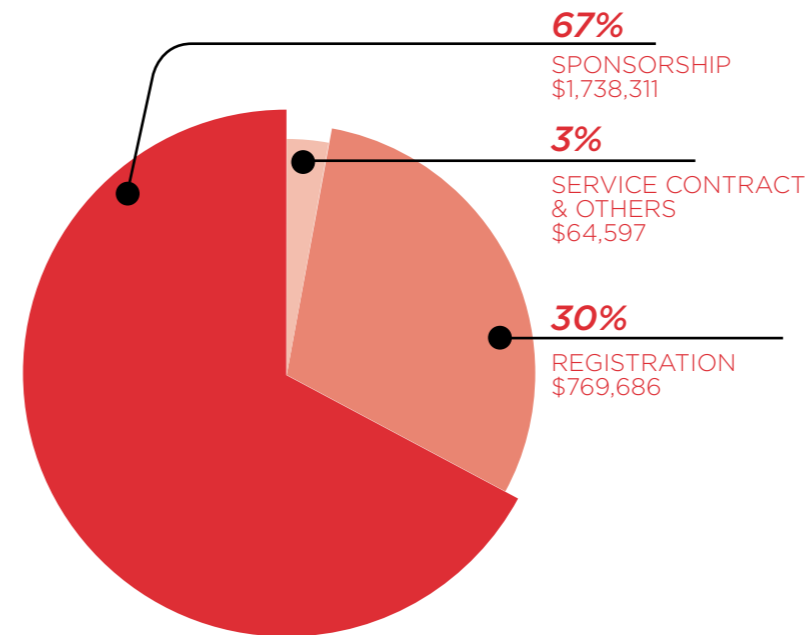
EXPENSES DISTRIBUTION



CASH INCOME DISTRIBUTION

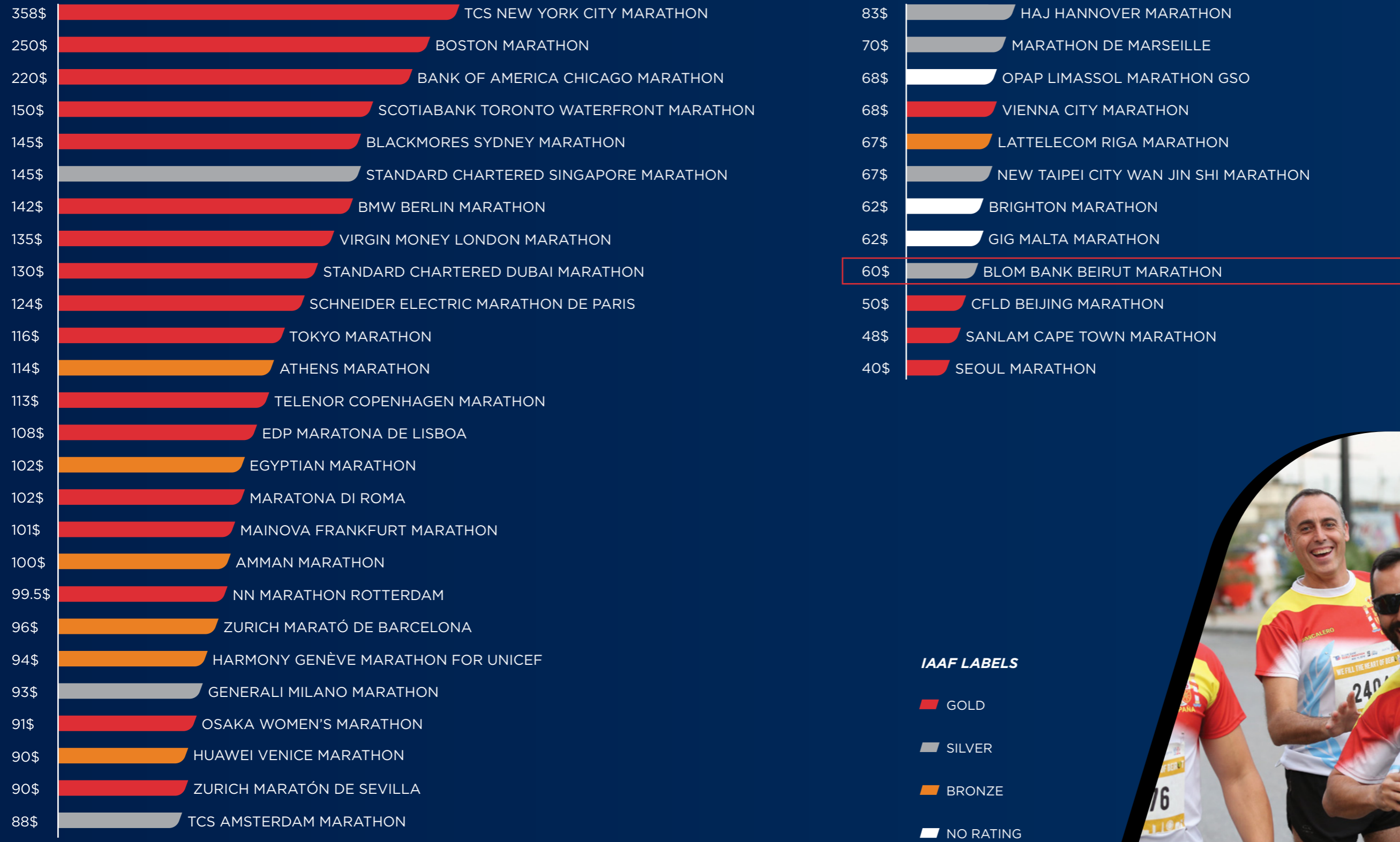


EARNED INCOME DISTRIBUTION





# “IAAF” ROAD RACES MARATHON TICKET PRICES



**IAAF LABELS**

- GOLD
- SILVER
- BRONZE
- NO RATING





# SOCIO-ECONOMIC IMPACT

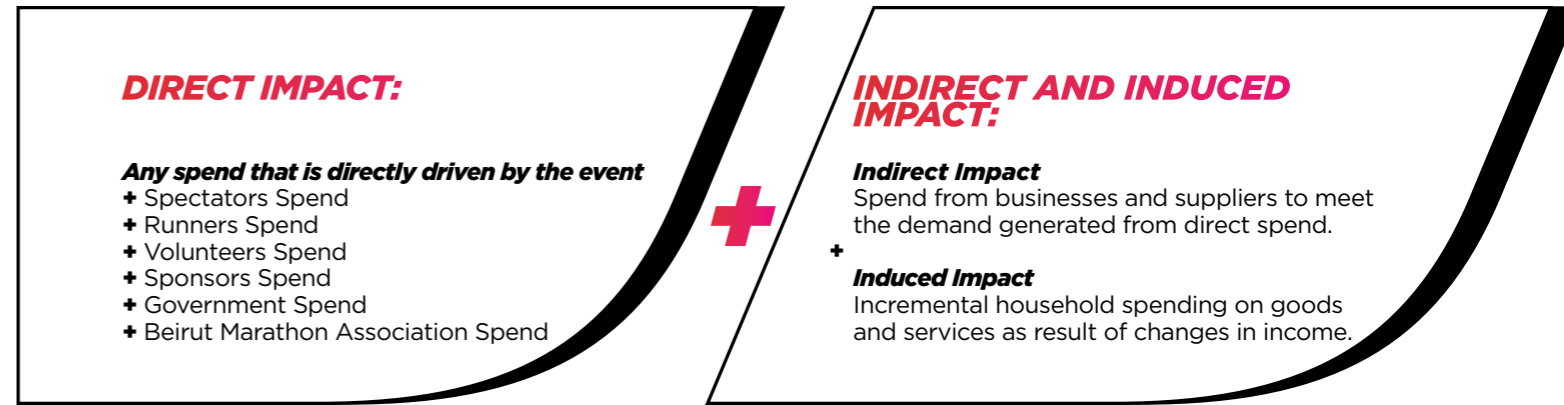
For the third consecutive year, the Beirut Marathon Association collaborated with Strategy&, part of the PwC network, a global strategy consulting firm on its impact report to capture and materialize the realized returns of the Beirut Marathon Association events on the Lebanese economy. This comes as a result of holding its major events and programs including – but not limited to – BLOM BANK Beirut Marathon, Saradar Bank Women’s Race, MySchoolPulse Race, “510” and “542” Training Programs and Ability Program.

The report demonstrates how events and programs organized by the 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 REPORT ALSO AIMS TO HIGHLIGHT AND QUANTIFY POSSIBLE KEY AREAS OF SOCIAL IMPACT.**



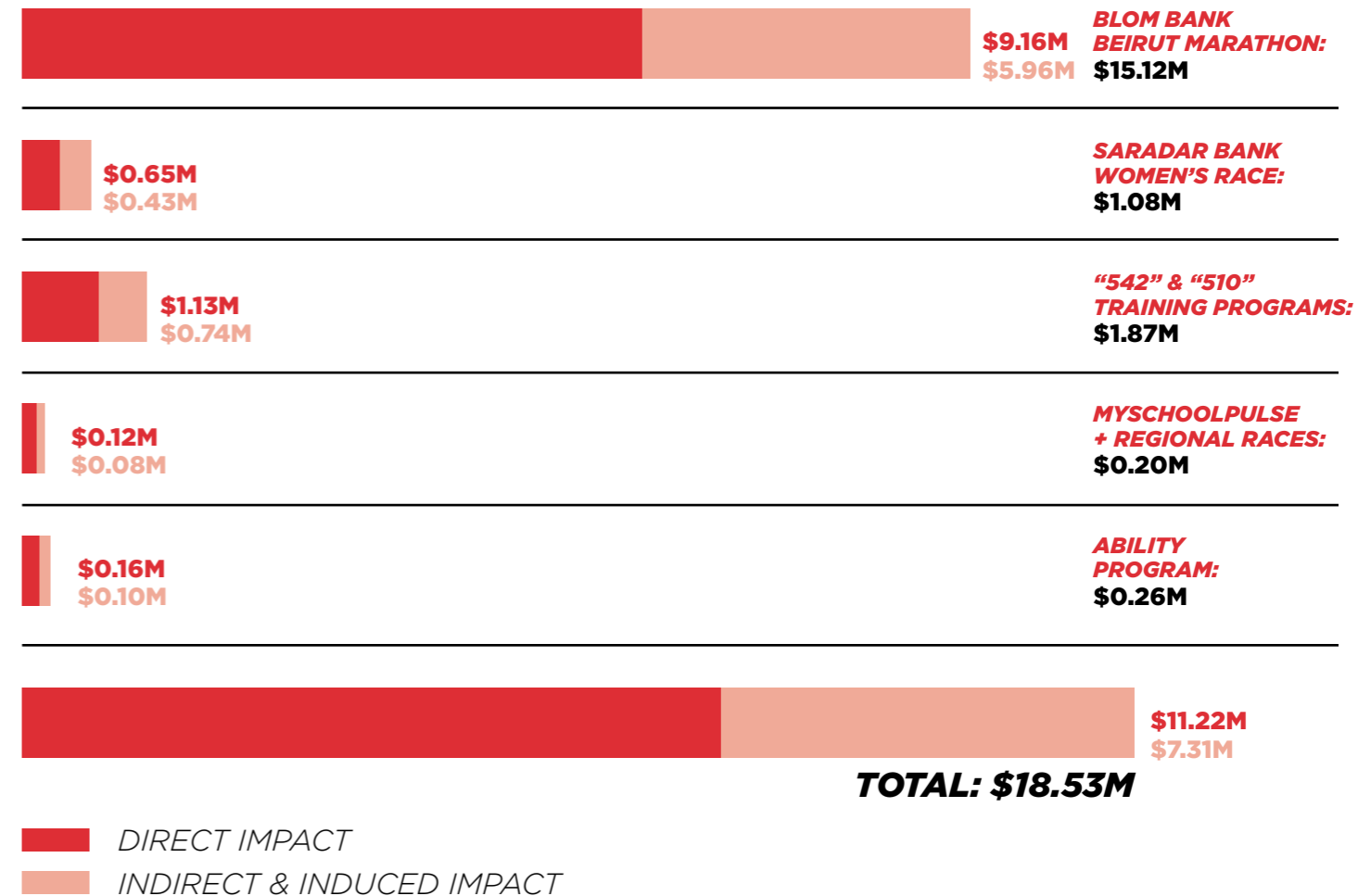
THE ECONOMIC RETURNS COME FROM DIRECT AS WELL AS INDIRECT AND INDUCED CONTRIBUTIONS TO THE GDP



**=**  
**TOTAL IMPACT IN CONTRIBUTION TO GDP**

**THE OVERALL ECONOMIC IMPACT OF BEIRUT MARATHON ASSOCIATION INITIATIVES IS \$18.5M**

2018 Beirut Marathon Association Direct, Indirect and Induced Impact by Initiative (USD MN):





# 2018 BEIRUT MARATHON ASSOCIATION EMPLOYMENT IMPACT

The Beirut Marathon Association has contributed to the creation of 2,400 job opportunities in the economy in 2018.

**1,004** DIRECT JOBS

**1,406** INDIRECT JOBS

**FOR EVERY 1 JOB CREATED WITHIN BEIRUT MARATHON ASSOCIATION, THERE ARE UP TO 1,4 JOBS CREATED OUTSIDE THE BEIRUT MARATHON ASSOCIATION.**

**144** CONTRACTUAL STAFF

**826** WORKERS

**26** FULL TIME STAFF

**6** CONSULTANTS & FREELANCERS

**2** INTERNS

**2,410** TOTAL JOBS

# SOCIAL IMPACT DIMENSIONS

In addition to the impact it created in GDP contribution, the Beirut Marathon Association also generates social impact around five dimensions:



**HEALTH**  
PROMOTING HEALTHY HABITS THAT REDUCE HEALTH RISK AND COST



**NGOs CONTRIBUTIONS**  
FINANCIAL SUPPORT TO LOCAL NGOs



**SOCIAL COHESION**  
FOSTERING A SENSE OF BELONGING AND COMMUNITY



**EMPLOYMENT:**  
GENERATION OF JOB OPPORTUNITIES



**TOURISM**  
TOURISM STIMULATION AND NATIONAL BRAND ENHANCEMENT

The 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.*

"Beirut Marathon Association is a strong, solid and stable organization that withstood and excelled during a tremendous national economic downturn. Always evolving - never resting, always looking for the next innovation to allow us to stand out further from the competition. This means everyone counts, everyone relies on the other for success, everyone invited to join is hired for long-term success, and this means the Beirut Marathon Association's team is unique and positioned for continued success. Over the past seven years, our mission in the Financial and Accounting Department has been driving the financial planning of the association by analyzing its performance and risks, creating a strong infrastructure with emphasis on quality, performance and efficiency. Last but not least, budgets are a fact of life, and our responsibility is overseeing the budget process of our races, events and programs, collecting inputs, and comparing the company's actual performance with estimates. It is a challenging process that falls within our area of control."

**Diala Abou Saeed**  
Accounting Director







# ***THE TEAM***



# MEET THE TEAM

The Beirut Marathon Association was founded in 2002 by Mrs. May El Khalil with the purpose of promoting the running culture in Lebanon. The mission of the organization is to move and unite people through running. The Beirut Marathon Association is a Lebanese Non-Governmental Non-Profit Organization, independent of all political and religious affiliations, registered under the Ministry of Youth & Sports under number 103/SH.R.

## EXECUTIVE BOARD

**President**  
**Vice President**  
**General Secretary**  
**Treasurer**  
**Accountant**  
**Members**

Mrs. May El Khalil  
 General Retired Hassan Rustom  
 Mr. Hassan Muhieddine  
 Mrs. Ilham Hmeidan El Fakih  
 Ms. Nabila El Fakih  
 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

## BOARD OF TRUSTEES

- Dr. Amine Daouk
- Mr. Antonio Vincenti
- Mr. Carl Bistany
- Mr. Chadi Massaad
- Mrs. Chahrazad Rizk
- Mrs. Dina Harake
- Mr. Fadi Fawaz
- Mr. Fadi Nahas
- Mr. Faysal El Khalil
- Mrs. Ivonne Abdel Baki
- Mr. Joe Saddi
- Mr. John Akouri
- Dr. Joseph G. Jabbra
- Mrs. Joumana Dammous Salame

- Mrs. Laila Ajam
- Mr. Maher Beydoun
- Mr. Marwan Kheireddine
- Mrs. May El Khalil
- Mr. Maxime Chaya
- 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
- Me. Ziyad Baroud





# 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 HMEIDAN 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**

---

**CASH MANAGER**  
 FATEN DOUGHAN

---

**ACCOUNTING OFFICER**  
 LILIANE GHANEM

**HOSPITALITY & OUTREACH DIRECTOR**  
**ABDALLAH ABDELNOUR**

---

**HOSPITALITY & OUTREACH MANAGER**  
 MYRNA MERHEJ

---

**HOSPITALITY & OUTREACH SPECIALIST**  
 DANIELLA KHALIL

---

**ADMIN & OUTREACH ADMINISTRATOR**  
 RIMA NEHME

**PARTNERSHIP DIRECTOR**  
**DEENAH FAKHOURY**

---

**PARTNERSHIP MANAGER**  
 RAMZI GEAGEA

**RACE DIRECTOR**  
**WISSAM TERRO**

---

**RACE OPERATIONS MANAGER**  
 FRANCOISE NEHME

---

**REGISTRATION CONSULTANT**  
 PATRICK NICOLAS

---

**REGISTRATION COORDINATOR**  
 MOUHAMAD RASMI

---

**RACE OPERATIONS SPECIALIST**  
 ALBERT CHEAIB

---

**LOGISTICS MANAGER**  
 AYMAN YAACOUB

---

**LOGISTICS COORDINATOR**  
 JOSEPH ABOU SAAD

**COMMUNICATION DIRECTOR**  
**INÈS SALLOUM**

---

**CREATIVE CONSULTANT**  
 SAFA SALEM

---

**COMMUNICATION SPECIALIST**  
 RAWAD KOTBAN

---

**SOCIAL MEDIA SPECIALIST**  
 CARLA MATTA

---

**GRAPHIC DESIGNER**  
 YARA SAAD

---

**EDITOR & VIDEOGRAPHER**  
 GEORGES HELOU





# STAFF TESTIMONIALS



**GENERAL RETIRED HASSAN RUSTOM**  
**VICE PRESIDENT**

**"I STILL REMEMBER IT AS IF IT WAS YESTERDAY!"**

We, at the Beirut Marathon, have been organizing the marathon since 2003, and each year has shown a distinctive flavor characterizing the race and a great deal of development in the preparation, performance and participation until the event proudly became one of the most anticipated functions in the region. The Beirut Marathon is a platform to express everyone's joy on a sporting day away from the bitter political, social and economic reality that our country has endured in the past. The race was never limited to the distance of a marathon (42.195 KM), there was also the 8 KM competitive Race and Fun Run, the 5 KM Youth Race and the 1 KM Run with Parents, and of course the special needs races. Thus, the marathon day is one shared by all ages and all segments of society, including social and charitable associations, and it has become a forum for all to express their opinion away from politics and select a cause to showcase and defend such as autism, bullying, women's rights and others. The security services of the Army, Internal Security Forces, General Security, State Security, Customs, Beirut Municipality, Beirut Fire Brigade, Beirut City Guard Regiment and the Lebanese Red Cross participate in the race every year, according to the tasks assigned to them. The Beirut Marathon is now included in their annual work calendar, and for that we thank them dearly for supporting this national event that has now become an international event. As to the foreign countries involved, there are more than 100 countries, as well as distinguished guests from Lebanon and abroad. International interest in the Beirut Marathon has made Lebanon a popular running destination. Attaining and preserving an "IAAF" Silver Label standing is a demanding task that was made possible due to the efforts and year-round work of the team at the Beirut Marathon Association. All members have earned professional organizational and technical skills to manage all aspects of the race, with the coordination and support of the Lebanese Athletics Federation. I truly have no words to match my happiness and pride to belong to such an esteemed organization, I can only pay tribute to the Beirut Marathon's president Dr. May El Khalil who is always actively involved in all the association's activities and functions. From strategy to execution, her passion clearly shows in every step the association makes towards growing the running culture in Lebanon. My heartfelt regards to each and everyone who works and supports the Beirut Marathon Association because you are moving the country forward through sports, joy, peace, love and running."



**PETER MOURACADE**  
**CEO**

"2018 was another consecutive year for all records at the Beirut Marathon Association. We kept progressing on the tracks of 'Sustainable Growth' as our number one driver with an inward focus on People while staying the course of our President's vision to keep growing the culture of running in Lebanon and uniting Lebanese through sports.

For the third year in a row we wanted to measure the positive ripple effect that our events and programs contribute to the Lebanese Economy and Communities through the Socio-Economic Impact Report done in collaboration with Strategy& part of the PwC Network, and again it showed that every single Lebanese pound invested in the Beirut Marathon contributes to more than ten folds into the Economy.

And this impact was coupled with the success of the Beirut Marathon's events & programs on all athletic fronts, where again, we managed to break all of our records.

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

- **48,605** Highest recorded number of participants to the BLOM BANK Beirut Marathon
- **4,340** Highest recorded number of participants to the Saradar Bank Women's Race running in support of Women Runners and the causes they fight for
- **02:10:41** New Marathon Event Record (men)
- **01:06:58** New Half Marathon Event Record (men)
- **01:20:07** New Half Marathon Event Record (women)
- **38:41** New 10 KM Event Record Women (at the Saradar Bank Women's Race)
- **3,815** Highest recorded number of international non-residents from 109 different nationalities making the BLOM BANK Beirut Marathon event a significant hub for Sports Tourism in the region
- **4,620** Highest recorded number of volunteers to help stage our events
- **223** Highest number of participating NGOs
- **175,000 USD** Highest recorded amount of contribution raised to NGOs from Registrations Fees

- **300** runners took part in the "542" training program and became first-time marathoners and first-time half marathoners
- **22 Para-Athletes** took part in the "Ability Program" and became super-abled marathoners
- **18.5 M USD** Highest Economic Impact of a Sports Organizing Association in Lebanon
- **50<sup>th</sup> World Military Marathon Championship** was hosted by the CISM at the BLOM BANK Beirut Marathon
- **5<sup>th</sup> Year** in a row Accredited the Silver Label from the IAAF
- **Asian Premier Marathons (APM)** the 1<sup>st</sup> continental league of Marathons in the world (dedicated to grow and reward Asian runners) Season 2 was kicked off at the BLOM BANK Beirut Marathon
- **13 Recycling Stations** placed along the course
- **150,000 Plastic Bottles** were collected and sent to recycling

None of these achievements could have been accomplished without the work of a determined and invincible Beirut Marathon Association 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 2019 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**

**“2018, A YEAR OF PROFESSIONALISM.**  
It is not too much nor too overstated to say that the Lebanese media in general, and the sports-related media in particular, is the ideal partner to the Beirut Marathon Association. Ever since the inception of the Beirut Marathon, the media was the voice to its message, values and overall mission. Our media partners are credited for communicating the image, activities and news of the association’s activities to the public opinion. All the stories covered throughout the years are considered to be the pulse of growing the running culture in Lebanon. Sixteen years in full completed in 2018, and our media partners were always ready to answer the call despite the difficult circumstances and challenges the media constantly faces. 2018 was one of the most active years on the calendar of the Beirut Marathon Association, and the affluence of all our functions reached the Lebanese audience through their screens, radios and papers. Dozens of press releases, interviews, reports and field coverages were issued by the Beirut Marathon Association’s media department, and published in the local and international newspapers and E-newspapers. All the stories were beacons of light for the events, highlighting all the association’s scope and goals, as well as its national and social impact, health, environmental, economic and charitable purposes. Moreover, several conferences were held during the year to launch many activities, and the venues were always shining through cameras’ lenses from TV reporters and photographers who recorded the events with professionalism and passion, without forgetting the microphones of radio stations that were opening the airwaves to let our voice reach the world. The biggest highlight belonged to BLOM BANK Beirut Marathon 2018, where the scene was captivating by the acceleration of facts, events, massive crowds and record participation, while the media was on the lookout (live) covering the country’s biggest sporting event of the year with reports topping the news bulletins on that one November day. And as with every time, the newspapers specified large areas of coverage the next day, some on the front pages, done with professional craftsmanship, poured in letters of gold. Today we say thank you to all the media from exclusive and open sources, and may the coming years see us grow better together, enriching the seasons of peace, love and running.”



**BASHIR SAKKA**  
**COORDINATOR & PROTOCOL SUPERVISOR**

“It has been an honor to witness the growth of the Beirut Marathon Association throughout the years. This association came to life from one woman’s dream and has been organizing the Beirut International Marathon since 2003, as well as running competitions for Women and Youth, alongside many training programs and initiatives to spread the running culture in all regions of Lebanon.  
As a coordinator and a friend to the Beirut Marathon Association, I had the pleasure to testify to the rise of the sport of running in Lebanon due to the association’s efforts. The Beirut Marathon is testament to moving the nation through a simple sport that gathers people under the umbrella of peace. I wish nothing but the best to the super team at the Beirut Marathon Association.

**HERE’S TO MORE SUCCESS LED BY THE PRESIDENT MAY EL KHALIL, THE ADMINISTRATIVE BOARD, ADVOCATES AND BOARD OF TRUSTEES’ MEMBERS.”**



**ILHAM HMEIDAN EL FAKIH**  
**TREASURER - ADMIN & OFFICIAL RELATIONS DIRECTOR**

“I was asked once: “what’s the benefit behind organizing running events?” and my answer was: “it’s the only occasion to gather people in unity, peace, joy and fun, contributing also to their health, away from all the negative vibes that take a toll on our daily challenges, insecurities and sufferings.”

**EACH EVENT TURNS TO BE A NATIONAL DAY, AND THOSE WHO LOVE THIS COUNTRY, CARE FOR WELL-BEING, SUPPORT CAUSES AND APPRECIATE THE POWER OF SPORTS, WOULD UNDERSTAND THE IMPORTANCE OF OUR MISSION.”**







**WISSAM TERRO**  
**RACE DIRECTOR**

"Belonging to an entity that moves the community towards a better tomorrow, active lifestyle, health and wellbeing is definitely very rewarding. We at the Beirut Marathon strive to grow the running culture for a better tomorrow and a better Lebanon."



**INÈS SALLOUM**  
**COMMUNICATION DIRECTOR**

"We always tell the runners how amazing the feeling of achievement is when they complete the marathon. Imagine when you organize it! It is indeed very rewarding to be part of an association that organizes the biggest national event. The pride is immense."



**ABDALLAH ABDELNOUR**  
**HOSPITALITY & OUTREACH DIRECTOR**

"In my 13<sup>th</sup> year, I am happy to witness the great positive changes that are improving our races both technically and logistically, and I am impressed by the fast growth of the running community. Here's to 13 more."



**MONA SHOUR**  
**FOREIGN EMBASSY AFFAIRS COORDINATOR**

"As a longtime 'office active' Board of Trustees Member, it is always with immense pride and enthusiasm that I partake in the organization of all events and a most personal rewarding experience to see the positivity that we transmit to our beautiful Lebanon and the whole world!"



**DEENAH FAKHOURY**  
**PARTNERSHIP DIRECTOR**

"When I joined the Beirut Marathon Association in 2013 as a volunteer, little did I know that I will be hooked for the years to come. Knowing that you are making a difference and that you have an impact on people's lives is what makes you wake up in the morning to hit the road and is the drive behind all the countless hours of work."



**MOHAMAD ABILMONA**  
**WAREHOUSE MANAGER**

"It feels good to belong to such an amazing team. No matter how tough the tasks can get, we always work hand in hand to fully achieve them."



**DIALA ABOU SAEED**  
**ACCOUNTING DIRECTOR**

"Beirut Marathon Association is one of the best organizations that not only looks after the 'bottom-line' but also its people. It reminds me of a familiar saying: "Mission First, People Always". Work at the Beirut Marathon never gets boring, we have co-workers from diverse educational, functional, and technical backgrounds, as well as participating on diverse projects with different partners."



**JOSEPH ABOU SAAD**  
**LOGISTICS COORDINATOR**

"Working within the logistics team requires a lot of dedication, early morning starts, organizational skills and focus. Seeing how much we contribute to the running community makes it all worth-while."



**ABBAS AYOUB**  
**PROCUREMENT MANAGER**

"Year 2018 was a challenging one in many aspects, but together we combined all our efforts in the interest to provide the most successful races. I am proud to see how we pulled it off by exceeding expectations, thus resulting in an outstanding outcome."







**ALBERT CHEAIB**  
**RACE OPERATIONS SPECIALIST**

"My purpose here: What I am good at, what I am paid for and what the world needs."



**FATEN DOUGHAN**  
**CASH MANAGER**

"Proud to be working alongside great people who share a deeply rooted loyalty for sports and running culture that will amplify the best qualities in all."



**BASSEL EL FAKIH**  
**TIMING, IT & ARCHIVING MANAGER**

"What makes the Beirut Marathon Association stand out is that every single employee has a stake in the association's success. We are very team-driven, and we operate in a way that puts collective goals ahead of individual glory. We have grown very quickly, and we continue to succeed because we can rise to any challenge we may face. Everyone at the Beirut Marathon Association is energetic, and fun to work with. We love what we do, and for that we are the Beirut Marathon Association."



**RAMZI GEAGEA**  
**PARTNERSHIP MANAGER**

"After being with the Beirut Marathon Association for 7 years, I feel we are now on the right track of placing Beirut on the international map of sports. With combined efforts and consistency, we will hopefully start organizing running events outside Lebanon. It is so rewarding to see our work expand and reach the regional and international running communities by spreading the culture of running."



**LILIANE GHANEM**  
**ACCOUNTING OFFICER**

"I'm proud to say that this year I will be celebrating my 7<sup>th</sup> anniversary working at the Beirut Marathon Association. Employing my well-honed interpersonal skills has given me the opportunity to be part of a cause bigger than one's self. As a coherent team, we try to bring people together, no matter their background, into a uniting sport that will turn out to be a lifestyle."



**GEORGES HELOU**  
**EDITOR & VIDEOGRAPHER**

"Working with Beirut Marathon for the past two years as a director/ editor was a life changing experience. It made me realize that making content for the sports field is as challenging as making content for anything else. That experience has added a lot to my career and now I can finally call myself a sports photographer/director."



**MOHAMAD JAAFAR**  
**OFFICE RUNNER**

"I can guarantee you that organizing a marathon means running thousands of miles for months, day and night, delivering packages, letters, invitations and documents. It's a non-stop mailing process that requires to stay alert at any moment. Most importantly, it is something that I do with love and care."



**MICHELINE KANAAN**  
**OFFICE KEEPER**

"Beirut Marathon Association has granted me a fresh start full of positive energy. It's the best place to learn a new lesson every day."



**DANIELLA KHALIL**  
**HOSPITALITY & OUTREACH SPECIALIST**

"Being part of the Beirut Marathon Association staff is more than just organizing races, it is working for various projects that combine physical, moral, economical, and social elements. This rare cycle of learning makes the mere fact of being a Beirut Marathon Association employee an enriching experience."



**RAWAD KOTBAN**  
**COMMUNICATION SPECIALIST**

"Being part of the biggest national event of the year is something very special, I am proud to be part of an organization that makes dreams come true."





**CARLA MATTA**  
**SOCIAL MEDIA SPECIALIST**

"Handling the social media in the Beirut Marathon Association allowed me to experience a different level of strategic thinking in the marketing world. Combining my craft with sports bring a wonderful energy to my work."



**MYRNA MERHEJ**  
**HOSPITALITY & OUTREACH MANAGER**

"2018 was an exceptional and fast growing year at all levels. The continuous and ever so ambitious environment pushed my boundaries to deliver and achieve new targets. Being exposed to new learning experiences brought me joy and excitement to always give my best to the team first and to the association in general."



**FRANCOISE NEHME**  
**RACE OPERATIONS MANAGER**

"This year was a truly remarkable one where we achieved milestones through running, I can't be thankful enough to be given an opportunity where I can help our community through the power of sports and change lives when and where we can, especially the young generation and empower them to have a brighter future."



**RIMA NEHME**  
**ADMIN & OUTREACH ADMINISTRATOR**

"Working with the Beirut Marathon Association is always a unique experience. Year after year we are becoming more organized as an association and more in-sync as a team, so it is a joy for me to be able to give to this organization as much as I can."



**PATRICK NICOLAS**  
**REGISTRATION CONSULTANT**

"Planning, managing and handling the registration process from A to Z is a big task, it is actually a big load that all the team assists with, and we manage to get to our targets due to the combined efforts, dedication and hard work we put into it. It's so overwhelming when you see more than 48,000 runners on race day gathered to run for their causes and goals, you just can't ask for a better day than this."



**MOUHAMAD RASMI**  
**REGISTRATION COORDINATOR**

"While working for the Beirut Marathon Association, I was happy to see my colleagues show support for the participants on race day. It was a stunning moment when Beirut Marathon Association employees and volunteers were celebrating at the finish line of the 42.195 KM race with all the participants who completed the marathon, right after patiently waiting for the last runner to arrive. I believe that sports can change the world, which is why it brings me joy to say that I am a proud Beirut Marathon Association member and will always dedicate my time to plan, execute and deliver a successful race event that would meet and hopefully exceed the expectations of the runners, all while working with a smile."



**YARA SAAD**  
**GRAPHIC DESIGNER**

"Working with Beirut Marathon Association has indeed been an enriching experience. Quality work, great environment and learning opportunities are the reasons why I like to work here. The whole experience has been great and I am very happy to be a part of this team."



**SAFA SALEEM**  
**CREATIVE CONSULTANT**

"Forever proud to belong to all what the Beirut Marathon stands for. 2018 was a year filled with learnings, achievements and breakthroughs. Bearing witness to that on marathon day filled my heart with ample love and gratitude to an event deemed to be so beautiful, healthy and utterly real."



**AYMAN YAACOUB**  
**LOGISTICS MANAGER**

"During the race implementation, the team is constantly learning and developing to achieve better results and deliver an international race. This year, the amount of deliverables needed from our department was enormous. The success that followed made my whole experience so rewarding and fulfilling. 2018 was by far the most challenging yet the most successful year."



# 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 PEACE RUNNERS**



# 2019 RACE CALENDAR

MARCH 31, 2019

**SARADAR BANK WOMEN'S RACE, 6<sup>TH</sup> EDITION**

NOVEMBER 10, 2019

**BLOM BANK BEIRUT MARATHON, 17<sup>TH</sup> EDITION**

# WHAT DOES 2020 HOLD?

MARCH 29, 2020

**WOMEN'S RACE, 7<sup>TH</sup> EDITION**

NOVEMBER 08, 2020

**BLOM BANK BEIRUT MARATHON, 18<sup>TH</sup> EDITION**



## CREDITS

DESIGN AGENCY: **BRANDEM**

OFFICIAL PHOTOGRAPHER: **ADNAN HAJJ ALI**

SUPERVISED BY: **CHARBEL LABA**







# ROUN BEIRUT



## **CONTACT US AT**

*Beirut Marathon Association  
4<sup>th</sup> floor, Makateb Bldg.,  
Mar Takla, Hazmieh, Lebanon  
O: +961 (05) 959 262  
F: +961 (05) 959 263  
[info@beirutmarathon.org](mailto:info@beirutmarathon.org)  
[www.beirutmarathon.org](http://www.beirutmarathon.org)*



**BEIRUTMARATHONASSOCIATION**