DEAR FRIENDS AND SUPPORTERS,

It has been a year of abundant progress and tangible growth as we continue to move and unite people through running. In 2016, our events reached out to the youth, the ever-growing distance running community and the international community of runners from 104 nationalities.

On its second edition, the Bankmed Youth Race gathered 6,267 runners aged 7-17 fostering physical fitness and the culture of giving. The young runners were invited to adopt causes and support NGOs initiatives.

The 14th edition of the BLOM BANK BEIRUT MARATHON was the biggest one yet. The finish line was set at the historical Martyrs’ Square.

We introduced a half marathon race for the first time and this race is now a permanent fixture for the coming years, as it proved to be an utter success with 1,500 finishers.

The 211 KM included a relay race option with 10 KM each, making the run all the more exciting.

Everyone’s favorite 7 KM Fun Run registered 32,640 participants with 21,715 running for 132 partner NGOs. The event was a celebration on the streets of the city with more than 50 cheering stations along the way.

The 5 KM Youth Race is still one of the most competitive events for young boys and girls (age 7-17 years old), with new records broken and new heroes discovered.

The 1 KM Run with Parents was the happiest race to watch and one of the healthiest bonding activities for parents and kids up to 9 years old.

The 42.195 KM Special Needs witnessed some good records this year with the launch of the Ability Program, the 5 KM Mentally Challenged race is a true example of strength and the 42.195 KM relay race, proved to be the best experience for teams of 6 runners to share the marathon course.

RUN FOR GOOD
The Beirut Marathon is keen on becoming one of the biggest platforms for NGOs in Lebanon, this is why 25% of the registration fee goes directly to fund the chosen NGO’s initiatives. Everyone needs a reason to run, and adopting a cause is one of the highest forms of giving from one’s self to overcome barriers and cross the distance.

ON THE LONG RUN
As proud as we are of everything we have accomplished to date, it is our hope that the next step of the Beirut Marathon journey will be its best yet. We plan to continue to reach more people than ever, encourage healthy living and strengthen communities through our events, programs, initiatives and the pure power of running. We are constantly looking for ways to enhance the runners’ experience in our events, and we are implementing new ways to make running accessible to everyone.

Our grassroot community-based program, “Beirut 542”, witnessed a 131% increase in runners, with 150 completing the 42.195 KM distance for the very first time.

The “Donate Your Running Shoes” initiative was able to gather 2,000 pairs of shoes to the underprivileged. Through the Adopt-A-Team program, 1,450 runners participated on Marathon day with provided transportation from all Lebanese regions.

GUEST OF HONOR
This year, we were honored to have with us a former Olympian, a leader who supports transparency and a firm believer in the power of sports as a tool that contributes to peacemaking. Lord Sebastian Coe, President of the International Association of Athletics Federations (IAAF) attended BLOM BANK BEIRUT MARATHON 2016 as the guest of honor and participated in the 7 KM Fun Run.

Finally, I would also like to thank all of the Beirut Marathon team members, supporters, participants, partners, and mostly runners for the part they continue to play in our achievements. Together with your help, we are able to give our community and partakers everywhere a reason to run in Beirut. We run in the name of Unity, of Love and, of course Peace.

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

May El Khalil
President
Beirut Marathon Association
OVERVIEW 2016
RUN FOR THE LONG RUN

#RKD

A call to action aiming to create a better and more sustainable tomorrow for our country

---

From its remarkable and relatively humble beginning in 2003, when 6,000 runners joined to run the streets, this year the 2016 BLOM BANK BEIRUT MARATHON attracted more than 47,518 peace runners representing nearly 104 nationalities.

<table>
<thead>
<tr>
<th>Year</th>
<th>Runners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>6,000</td>
</tr>
<tr>
<td>2004</td>
<td>12,000</td>
</tr>
<tr>
<td>2005</td>
<td>17,000</td>
</tr>
<tr>
<td>2006</td>
<td>22,000</td>
</tr>
<tr>
<td>2007</td>
<td>26,000</td>
</tr>
<tr>
<td>2008</td>
<td>29,000</td>
</tr>
<tr>
<td>2009</td>
<td>30,000</td>
</tr>
<tr>
<td>2010</td>
<td>28,072</td>
</tr>
<tr>
<td>2011</td>
<td>31,136</td>
</tr>
<tr>
<td>2012</td>
<td>33,500</td>
</tr>
<tr>
<td>2013</td>
<td>36,000</td>
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<tr>
<td>2014</td>
<td>37,153</td>
</tr>
<tr>
<td>2015</td>
<td>37,811</td>
</tr>
<tr>
<td>2016</td>
<td>47,518</td>
</tr>
</tbody>
</table>

The BLOM BANK BEIRUT MARATHON boasts excellent organization, amazing crowds, and safe courses.
2016 HIGHLIGHTS

14th EDITION OF THE BEIRUT MARATHON

55,770
TOTAL NUMBER OF RUNNERS IN THE BEIRUT MARATHON ASSOCIATION RACES IN 2016

12,158
FREE REGISTRATIONS

23,186
RUNNING FOR A CAUSE

20,426
OTHER RUNNERS

3rd EDITION OF BEIRUT 542

19 EVENTS ORGANIZED IN SUPPORT OF THE RACES

MORE THAN 85 ONE-ON-ONE MEETINGS WITH NGOs/NPOs

LAUNCHING OF THE MASTERS IN SPORT MANAGEMENT & LEADERSHIP PROGRAM, A PARTNERSHIP BETWEEN BEIRUT MARATHON ASSOCIATION, MUBS AND CARDIFF METROPOLITAN UNIVERSITY IN WALES.

BEIRUT MARATHON:
A platform for fundraising and awareness

46 NEW MOUs SIGNED WITH NGOs/NPOs

132 NGOs/NPOs RECRUITING RUNNERS

23,186 RUNNERS

2,463 VOLUNTEERS

$150,000 FUNDS RAISED FOR DIFFERENT CAUSES

$500,000 TOTAL DIRECT & INDIRECT (THROUGH PLEDGING & OTHER CORPORATE FUNDRAISING)

14th EDITION OF THE BEIRUT MARATHON

3rd YEAR OF ACQUIRING THE IAAF SILVER LABEL FOR THE 2017 BLOM BANK BEIRUT MARATHON

LAUNCHING OF THE ABILITY PROGRAM

NEW MOUs SIGNED WITH NGOs/NPOs

TOTAL DIRECT & INDIRECT (THROUGH PLEDGING & OTHER CORPORATE FUNDRAISING)

$150,000 FUNDS RAISED FOR DIFFERENT CAUSES

$500,000
IN 2016,
BEIRUT MARATHON ASSOCIATION ACHIEVED ITS YEAR’S
RESOLUTION TO BRING ALL ITS STAKEHOLDERS CLOSER

President May El Khalil
hosted in International events:

August 28, 2016
A Keynote speaker at the Global
Risk Forum – Davos

October 6-9, 2016
A Guest Speaker at the ZONE 208
Rotary Institute 2016 – Thessaloniki

THE YEAR ENDED WITH
ALL THE ENTITIES
BONDING STRONGER
THAN EVER AS TRUE
PARTNERS IN EVERY
STEP OF THE LONG RUN!
BLOM BANK
BEIRUT MARATHON
RUNNERS IN NUMBERS

TOTAL: 47,518

*Including 2,400 Parents and 1,800 Guardians accompanying children in the 1 KM, 5 KM and 7 KM races.
KEY ACTIVITIES

2016 CALENDAR

**APR.10**
Bankmed Youth Race (Race Day)

**JUN.21**
Beirut 542 Program Launching Ceremony

**AUG.8**
BLOM BANK BEIRUT MARATHON Launching Ceremony

**SEPT.8**
Beirut Marathon Association/MUBS Joint Program Launching Ceremony

**SEPT.26**
Ability Program Launching Ceremony

**NOV.11**
BLOM BANK BEIRUT MARATHON Elite Athletes Press Conference

**NOV.11**
BLOM BANK BEIRUT MARATHON Blue Line Ceremony

**NOV.11**
Lord Sebastian Coe Airport VIP Lounge Press Conference

**NOV.12**
Lord Sebastian Coe Press Conference

**NOV.12**
BLOM BANK BEIRUT MARATHON Opening Ceremony/Flags Ceremony
In 2016, Beirut Marathon Association organized 2 race events that included 14 race categories, in addition to extending technical support to 19 regional races organized across the country.

With each event, the community of peace runners grows with thousands of runners at the start line, waiting to run side by side and prove that Lebanon is strong in its diversity and unity.

Beirut Marathon Association is committed to overcome all challenges and continue to grow the running culture in Lebanon.
BANKMED YOUTH RACE
#AKIDADDA

A race dedicated to highlighting the youth in sports for peace and well-being.

Sunday April 10, 2016
Dbayeh

The second edition of the Bankmed Youth Race was organized in collaboration with the Municipality of Dbayeh. This year’s race promoted only two distances, the 2 KM and 5 KM.

The runners aged between 7 and 13 years old ran the 2 KM while the rest - 14 to 17 years old - ran the 5 KM. In addition, the event included the 2 KM Special Needs category and the most popular 5 KM Fun Run, which is open to all.
AGE CATEGORIES

In an atmosphere of sports and fun, new running heroes are being discovered, and future peace runners are born.

8,252 RUNNERS
53 SCHOOLS PARTICIPATED
23 NGOs NPOs
7-17 AGE CATEGORIES FROM 7 TO 17 YEARS OLD

<table>
<thead>
<tr>
<th>RACE</th>
<th>BOYS</th>
<th>GIRLS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 KM Race (7-13 years)</td>
<td>891</td>
<td>629</td>
<td>1,520</td>
</tr>
<tr>
<td>5 KM Race (14-17 years)</td>
<td>480</td>
<td>402</td>
<td>882</td>
</tr>
<tr>
<td>2 KM Special Needs (7-17 years)</td>
<td>47</td>
<td>38</td>
<td>85</td>
</tr>
<tr>
<td>5 KM Fun Run (0-17 years)</td>
<td>2,918</td>
<td>2,847</td>
<td>5,765</td>
</tr>
<tr>
<td>Total</td>
<td>4,336</td>
<td>3,916</td>
<td>8,252</td>
</tr>
</tbody>
</table>
The 83 youth participants in the Special Needs category including Mentally Challenged, Leg Amputees, Visually Impaired, and Wheelchairs all made it to the finish line.
Not only did this year’s bankmed Youth Race promote a culture of running, but also a culture of accepting others despite their differences. In conjunction with the National Day for Learning Difficulties, Beirut Marathon Association partnered with SKILD, a specialized center in Lebanon helping children and teenagers who struggle with learning difficulties, creating public awareness through the stunt at the START arch that was purposely misspelt with the word “STRAT” to raise awareness on learning difficulties.

THE “STRAT” ARCH / THE STUNT

In an effort to promote the values of participating in the Youth Race, a month before the race and with the motto of “Akid Adda”, the team of Beirut Marathon Association visited 25 schools from all over Lebanon. Public schools were encouraged to run free of charge, while private schools were encouraged to run and help 17 partner youth-targeting NGOs through donating 5,000LL per student to one of these NGOs.

THE AMBASSADOR

Ragheb Alama, a renowned singer and a superstar, invited people to run for kids with learning difficulties. Ragheb is an ambassador for this humanitarian cause, and he has championed inclusion to embrace all cases and support the children by providing all possible means to guaranteeing a successful education.

ROADSHOWS #AKIDADDA
TOMORROW’S HEROES

Beirut Marathon Association is very proud to see talented runners winning awards in sports and bringing Lebanon’s name to professional, athletic and international platforms.

Because Beirut Marathon Association believes that dreams can come true, in 2016, 80 young dreamers were given the chance to meet four recognized Lebanese athletes who have won medals and awards.

Chirine Njeim
A Lebanese alpine skiing champion and long-distance runner. She is the first Lebanese woman to have participated and represented Lebanon in the 2002, 2006 and the 2010 Winter Olympics, and the 2016 Summer Olympics.

Elie Rustom
A Lebanese basketball player currently playing for Mouttahed of the Lebanese Basketball League. He’s also a member of the Lebanon National Basketball team. He was in the starting 5 in all Lebanon’s games in FIBA Asia Stankovic Cup 2010 and also the 2010 FIBA World Championship.

Mona Francis
A sports enthusiast who started practicing since she was 5 years old. In 2011, Mona had a motorcycle accident in Jbeil and lost her leg. She completed her first full marathon as a hand cyclist in 2014, won first place in the Women’s Race 10 KM Challenge, and was second overall woman at the BDL Beirut Marathon 2015 in the Special Needs category.

Silvio Chiha
A young Lebanese athlete who is a national and Asian water ski champion. He has proudly raised the Lebanese flag on numerous occasions on the international scene. Silvio is a talented athlete with multiple skills. From a young age, he has been winning competitions in various disciplines, such as alpine skiing, swimming, sailing, judo, MMA.

Marathon day is the result of intensive weeks of training, sore muscles, bumpy feet and exhaustion.
This year, BLOM BANK BEIRUT MARATHON has brought people together from 104 countries and from all Lebanese regions and backgrounds.

The 2016 BLOM BANK BEIRUT MARATHON is organized with the support of the Ministry of Youth and Sports, Beirut Municipality and the Lebanese Athletics Federation. This much-anticipated yearly event has been growing in popularity and participation, attracting this year more runners than ever and exceeding the upper limit of the registration ceiling of 40,000 participants set by the Beirut Marathon Association.
THE 2016 MARATHON IS CLASSIFIED AS A SILVER LABEL ROAD RUNNING EVENT BY THE IAAF (INTERNATIONAL ASSOCIATION OF ATHLETICS FEDERATIONS) FOR ITS EXCELLENCE IN ORGANIZING A WORLD CLASS MARATHON UP TO THE HIGHEST INTERNATIONAL STANDARDS FROM ALL ASPECTS.

THE BLOM BANK BEIRUT MARATHON IS ONE OF 16 SILVER LABEL ACCREDITED RACES THAT TAKE PLACE ANNUALLY AROUND THE WORLD:
- Women’s Marathon, Japan
- Kagawa Marugame International Half Marathon, Japan
- Daegu International Marathon, South Korea
- Haj Hannover Marathon, Germany
- Doz Marathon Lodz With Pzu, Poland
- Orlen Warsaw Marathon, Poland
- Rock N Roll Madrid Maraton, Spain
- Yellow River Estuary International Marathon, China
- Gifu Seiryu Half Marathon, Japan
- Sanlam Cape Town Marathon, South Africa
- Copenhagen Half Marathon, Denmark
- Dam Tot Damloop, Netherlands
- Marseille-Cassis 20Km, France
- Saitama International Marathon, Japan
- Blom Bank Beirut Marathon, Lebanon
- Corrida Internationale De Houilles, France

“The BLOM BANK BEIRUT MARATHON might be one of the youngest international marathons, but it’s had the most profound and positive impact on the city it crosses and the communities with which it engages, than most other international road races have on their hosts. It now offers an attractive program of associated races to help persuade as many of Beirut’s citizens to become involved”.

Lord Sebastian Coe
President
International Association of Athletics Federations
Whether running for a cause or purely for personal fun and fitness, BLOM BANK BEIRUT MARATHON 2016 participants continue to make the commitment to a healthier lifestyle and a safer happier society.
<table>
<thead>
<tr>
<th>Event</th>
<th>MALE</th>
<th>FEMALE</th>
<th>GUIDES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.195 KM MARATHON</td>
<td>715</td>
<td>244</td>
<td>0</td>
<td>959</td>
</tr>
<tr>
<td>42.195 KM RELAY MARATHON</td>
<td>201</td>
<td>58</td>
<td>0</td>
<td>259</td>
</tr>
<tr>
<td>42.195 KM SPECIAL NEEDS MARATHON</td>
<td>32</td>
<td>6</td>
<td>1</td>
<td>39</td>
</tr>
<tr>
<td>21.1 KM HALF MARATHON</td>
<td>1,061</td>
<td>438</td>
<td>0</td>
<td>1,499</td>
</tr>
<tr>
<td>21.1 KM HALF MARATHON RELAY</td>
<td>91</td>
<td>33</td>
<td>0</td>
<td>124</td>
</tr>
<tr>
<td>7 KM FUN RUN</td>
<td>15,588</td>
<td>17,052</td>
<td>0</td>
<td>32,640</td>
</tr>
<tr>
<td>7 KM SPECIAL NEEDS RACE</td>
<td>49</td>
<td>17</td>
<td>70</td>
<td>136</td>
</tr>
<tr>
<td>5 KM YOUTH RACE</td>
<td>2,995</td>
<td>2,639</td>
<td>1,800</td>
<td>7,434</td>
</tr>
<tr>
<td>5 KM SPECIAL NEEDS RACE</td>
<td>79</td>
<td>49</td>
<td>128</td>
<td>256</td>
</tr>
<tr>
<td>1 KM RUN WITH PARENTS</td>
<td>959</td>
<td>813</td>
<td>2,400</td>
<td>4,172</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>21,770</strong></td>
<td><strong>21,349</strong></td>
<td><strong>4,399</strong></td>
<td><strong>47,518</strong></td>
</tr>
</tbody>
</table>
BLOM BANK BEIRUT MARATHON 2016 WINNERS

### 42.195 KM MARATHON WINNERS

#### MALE

<table>
<thead>
<tr>
<th>NAME</th>
<th>NATIONALITY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edwin Kiptoo</td>
<td>Kenya</td>
<td>02:13:14</td>
</tr>
<tr>
<td>Abebe Gizachew Habtegebrel</td>
<td>Ethiopia</td>
<td>02:14:02</td>
</tr>
<tr>
<td>Jackson Kibet Limo</td>
<td>Kenya</td>
<td>02:14:58</td>
</tr>
</tbody>
</table>

#### FEMALE

<table>
<thead>
<tr>
<th>NAME</th>
<th>NATIONALITY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tigist Girma</td>
<td>Ethiopia</td>
<td>02:32:48</td>
</tr>
<tr>
<td>Seada Kedir Adilo</td>
<td>Ethiopia</td>
<td>02:34:12</td>
</tr>
<tr>
<td>Alemensh Herpha Guta</td>
<td>Ethiopia</td>
<td>02:37:19</td>
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</table>

### 21.1 KM HALF MARATHON WINNERS

#### MALE

<table>
<thead>
<tr>
<th>NAME</th>
<th>NATIONALITY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmad Sammour</td>
<td>Jordan</td>
<td>01:08:47</td>
</tr>
<tr>
<td>Mo’ath AlKhawaldeh</td>
<td>Jordan</td>
<td>01:14:20</td>
</tr>
<tr>
<td>Ahmad Jaffal</td>
<td>Syria</td>
<td>01:14:33</td>
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</table>

#### FEMALE

<table>
<thead>
<tr>
<th>NAME</th>
<th>NATIONALITY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lea Iskandar</td>
<td>Lebanon</td>
<td>01:26:48</td>
</tr>
<tr>
<td>Nadia Dagher</td>
<td>Lebanon</td>
<td>01:27:25</td>
</tr>
<tr>
<td>Aregu Abatte</td>
<td>Ethiopia</td>
<td>01:27:53</td>
</tr>
</tbody>
</table>

### 27 ELITE ATHLETES:

- **2** GOLD LABEL RUNNERS
- **8** SILVER LABEL RUNNERS
- **12** BRONZE LABEL RUNNERS

### 232 SPECIAL NEEDS ATHLETES:

- **196** FROM PARTNER ORGANIZATIONS
- **11** FROM ABILITY PROGRAM
- **25** INDIVIDUALS
Tigist Girma from Ethiopia won the BLOM BANK BEIRUT MARATHON Overall Women with a time of 2:32:48.
AMBASSADORS RACE

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

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

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

THE 2016 AMBASSADORS’ RELAY TEAM RUNNERS:

Algeria   H.E. Ambassador Ahmed Bouziane
Australia  H.E. Ambassador Glenn Miles
EU       H.E. Ambassador Christina Lassen
Germany   H.E. Ambassador Martin Huth
Greece     H.E. Ambassador Theodore Passas
Netherlands  H.E. Ambassador Hester Sonnen
Poland     H.E. Ambassador Wojciech Bozek
Turkey      H.E. Ambassador Cagatay Erciyes
United Nations  H.E. Ambassador Sigrid Kaag
United Kingdom  H.E. Ambassador Hugo Shorter

Spouses joining the team were from: Germany, India, Poland, and the United Kingdom

THE 42.195 KM MARATHON RUNNERS:

Paraguay  H.E. Ambassador Adele Jiminez
Slovakia   H.E. Ambassador Ivan Kratchovil

UNIFIL had a total of 146 participants in the 42.195 KM, 21.1 KM and 1 KM Run with Parents.
BLOM BANK BEIRUT MARATHON

PREPARATION

The preparation involved in mounting an international marathon demands the mobilization and direct involvement of a small army of people fully dedicated to the success of the event.

SET UP

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barriers</td>
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</tr>
<tr>
<td>Branding</td>
<td>10,280 m²</td>
</tr>
<tr>
<td>Tents</td>
<td>3,239 m²</td>
</tr>
<tr>
<td>Generators</td>
<td>1,800 AMP</td>
</tr>
<tr>
<td>Stages</td>
<td>1,635 m²</td>
</tr>
<tr>
<td>Toilets</td>
<td>83</td>
</tr>
<tr>
<td>Flags</td>
<td>75</td>
</tr>
<tr>
<td>Stage Carpets</td>
<td>1,635 m²</td>
</tr>
<tr>
<td>Carpets</td>
<td>1,280 m²</td>
</tr>
<tr>
<td>Blue Line</td>
<td>46 KM</td>
</tr>
<tr>
<td>Vest’s</td>
<td>2,391</td>
</tr>
<tr>
<td>Computers</td>
<td>21</td>
</tr>
<tr>
<td>Walkie Talkies</td>
<td>120</td>
</tr>
<tr>
<td>Tents</td>
<td>3,239 m²</td>
</tr>
<tr>
<td>Generators</td>
<td>1,800 AMP</td>
</tr>
<tr>
<td>Stages</td>
<td>1,635 m²</td>
</tr>
<tr>
<td>Toilets</td>
<td>83</td>
</tr>
<tr>
<td>Flags</td>
<td>75</td>
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<tr>
<td>Stage Carpets</td>
<td>1,635 m²</td>
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<td>2,391</td>
</tr>
<tr>
<td>Computers</td>
<td>21</td>
</tr>
<tr>
<td>Walkie Talkies</td>
<td>120</td>
</tr>
</tbody>
</table>

PERSONNEL

<table>
<thead>
<tr>
<th>Role</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>International &amp; Technical Team Members</td>
<td>107</td>
</tr>
<tr>
<td>Project Managers</td>
<td>10</td>
</tr>
<tr>
<td>Leaders &amp; Assistants</td>
<td>102</td>
</tr>
<tr>
<td>Security</td>
<td>129</td>
</tr>
<tr>
<td>Laborers</td>
<td>180</td>
</tr>
<tr>
<td>BIB numbers</td>
<td>47,518</td>
</tr>
<tr>
<td>BIB Pick up bags</td>
<td>5,000</td>
</tr>
<tr>
<td>Bracelets</td>
<td>5,000</td>
</tr>
<tr>
<td>Security Wrist Bands</td>
<td>5,000</td>
</tr>
<tr>
<td>Goody Bags</td>
<td>39,000</td>
</tr>
<tr>
<td>Tags</td>
<td>11,250</td>
</tr>
<tr>
<td>Medals</td>
<td>34,600</td>
</tr>
<tr>
<td>Trophies</td>
<td>280</td>
</tr>
<tr>
<td>T-Shirts</td>
<td>36,550</td>
</tr>
</tbody>
</table>
TRANSPORTATION

Pickups 164
Fuel 600L
Motorbikes 30
ATVs 10
Buses 70
Lead Cars 10
Cyclists 35

PRINTS

Media Guide 300
Certificates 2,500
Thank You Certificates 2,000
Posters 6,000
Envelopes 49,500
Badges 15,785
Maps 20,000

HEALTHY SNACKS

Sandwiches 8,000
Apples 50 tons
Bananas 3 tons
Tropicana Juice Packs 36,515
Gatorade 9,030
Water Bottles 219,620

MEDICAL

Pain Killer Pills 10,000
Ambulances 55
The SAFETY of our participants is our priority! Strict Measures were taken in 2016 to guarantee the safety of all participants.

| SAFETY |

- An operation room that participants can contact
- Children nursery and Meeting Point
- Children emergency bracelets
- A tracking feature on our mobile application
- Security Information filled on the back of each runner’s BIB
- Security surveillance along the course
- Complete road closure
- Close collaboration with the Army & the Internal Security Forces

The 2016 BLOM BANK BEIRUT MARATHON was by far the most challenging and the most successful event Beirut Marathon Association has seen in its 14 year tenure.

Wissam Terro
Race Director
PROGRAMS & SOCIAL RESPONSIBLE INITIATIVES
**BEIRUT 542 TRAINING PROGRAM**

The “BEIRUT 542” program is a community-based training initiative created by Beirut Marathon Association in 2014 with the purpose of transforming first-time runners into marathoners.

Runners sign up for free and get assigned a team and a coach who prepares them both physically and mentally for the incredible challenge of running the 42.195 km. After the marathon, participants become proud marathoners ending a journey with Beirut 542 and beginning a new one with distance running.

**BEIRUT 542 FIGURES PER YEAR**

- **Marathoners**:
  - 38 in 2014
  - 65 in 2015
  - 150 in 2016

- **Initial Participation**
  - 55 in 2014
  - 120 in 2015
  - 225 in 2016

- **Registrations to the Beirut 542 Program**: 240
- **Runners at the Start Line**: 155
- **Runners Crossed the Finish Line**: 150

**131% Increase Rate of Marathoners in Year 2016 vs 2015**

**3rd Edition of the Beirut 542 Training Program**

**WHAT OUR BEIRUT 542 RUNNERS HAD TO SAY ABOUT THEIR EXPERIENCE:**

- “I never ran before July 2016. Beirut 542 made me a runner and a good one.”
- “Meeting amazing people and becoming a passionate runner.”
- “The determination of focusing on the goal.”
- “Great sense of community and development in distance running.”
- “Getting to know people from different backgrounds that share the same goal (to cross the finish line).”
- “Amazing coach, amazing friends, amazing spirit, great support, great experience.”
Most of these runners started with no previous running experience, some have never ran outdoors, some are 18 years old, and some are 64 years old. But one thing they all have in common is that they never ran a marathon before.

“El Makassed Volunteers” were providing numerous young volunteers that helped out during Sundays long runs in directing runners along the chosen training course and in the water distribution.

Coaches’ sessions provided by “Performance First” were also integrated this year to each of our volunteer coaches.

Dr. Jihad Haddad, the physiotherapist on call to all the Beirut 542 runners during the 5 months of the program.

Heart screening provided by “Champs Fund” is mandatory to each of the Beirut 542 runners.

Weekly nutrition tips by Dr. Lama Mattar to the runners.
BEIRUT 542 COACHES

**WALID KABBANI** started running at the age of 14 and ran his very first marathon at the first Beirut Marathon in 2003! Since then, he has run 18 marathons with a personal best time of 3:19 and has been a Beirut 542 coach since 2014.

**ALI KEDAMI** is an inspiring and extreme runner. He runs for his daughter’s charity “Make Saria Run”. He has run 16 marathons and 9 ultra-marathons ranging from 80 KM to 600 KM! Ali has been a coach with Beirut 542 since its 1st edition in 2014.

**KARIM RAMADAN** is a young running enthusiast that took part in assisting Coach Ali. Passionate about trail running, Karim regularly spends his time running and hiking over trails and beautiful spots across Lebanon.

**GEORGES IMAD** is passionate about running, hiking and cycling. He started running through Beirut 542 in its 2nd edition with Coach Kathia Rached and now is a member of the Elite Running Club.

**MOUSTAFA AHMAD** is an extreme runner. He has run 32 marathons to date and almost all the Beirut Marathon editions since 2003. He has gone even further by doing numerous ultra-marathons.

**JIHAD SHOUEIB** started running in 2003. He currently runs with Elite Running Club and has a personal record of 4:09 in the marathon, 40:12 in the 10 KM and 19:39 in the 5 KM category.

**JIHAD BOURJI** is an enthusiast and passionate young marathoner who started running in 2011. Since then he ran a marathon in each of Beirut, Prague, Paris, Limassol, and Dubai. He has also accomplished an ultra-marathon (136 KM) in Turkey.
ABILITY PROGRAM
NEW IN 2016

The Ability Program is a new program launched on September 26, 2016 by Beirut Marathon Association with the objective to empower special needs participants by offering them the proper support and equipment to enable them to perform at their best during the marathon.

In its launching phase, the Ability Program focused on supporting participants who race on hand cycles. The launch of the program was made possible through the generous support of Mrs. Chahrazad Rizk, member of the Board of Trustees of Beirut Marathon Association.

For many years, individuals with special needs stopped participating, as wheelchairs were too heavy and unsuitable to race, whereas, hand cycles are much lighter and easier to maneuver during the race.

Not only did Mrs. Rizk generously cover the cost of nine hand-cycles and training, but she also succeeded to secure funds from a donor based in Qatar to cover the cost of two additional hand-cycles. The program in its first year was a great success, offering 11 hand-cycles, intensive technical training, physical training classes and moral support.

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

Chahrazad Rizk

Beirut Marathon Association conceptualizes, manages and facilitates good acts with the purpose of reaching out to people with special needs, giving them the opportunity to participate on race day.
DONATE YOUR RUNNING SHOES INITIATIVE

More than 2,000 pairs of shoes were distributed in 2016.

After its inception in 2015, the “Donate Your Running Shoes” takes a more organized structure. The initiative started with the distribution of donation boxes across Lebanon in schools, universities, malls, retail sports shops, gyms, etc. inviting people to donate their old pair of running shoes. The donated used shoes are then cleaned, wrapped and classified according to size and gender. The next step entails involving our partnered NGOs from various regions in distributing the shoes according to their needs.

In 2016, the association gave the children receiving the shoes, the chance to participate in the BLOM BANK BEIRUT MARATHON.

The 2016 edition of the “Donate Your Running Shoes” initiative was organized with the support of Cross Cultures Project Association (CCPA), Lebanon. The initiative reaches out to underprivileged Lebanese in rural areas, in addition to Palestinian and Syrian refugees.
ADOPT A TEAM PROGRAM

Launched in 2009, the Adopt-A-Team program continues to grow helping this year 1,450 underprivileged children and youth to join the run.

The initiative matches corporate and individual supporters with underprivileged groups from all over Lebanon to give them the opportunity to participate in the Marathon by offering them an all-inclusive package including round trip transportation, registration, t-shirts, breakfast and lunch.

Each team comprises of 42 students and 3 guides. In 2016, with the generous support of our partners, 37 teams participated in the race.

Helping 1,450 underprivileged children and youth to join the run.
Beirut Marathon Association is immensely proud to be part of this program that will contribute to the growth of the sports experts community in Lebanon.
The BLOM BANK BEIRUT MARATHON 2016 took an environmental lead by creating the ReRUN green Initiative. It combined sports and arts to serve the environment by creating 3D sculptures and installations of the word RUN made out of recyclable/recycled materials that were placed and distributed along the race.

16 ReRUN Structures made from recycled and reused material were displayed all over the streets of Beirut.
MOVE4GOOD is a storytelling platform launched in 2015 to showcase inspiring stories of people who use sports as means to move for the sake of their health, loved ones, communities and causes. These people tell their stories for inspiration, empowerment and resilience.

This year, a MOVE4GOOD youth edition was organized on the 2nd of April at CineMall (LE MALL, Dbayeh) just a week before the bankmed Youth Race, featuring stories from 11 young speakers from all regions of Lebanon. Those stories inspire others to run. MOVE4GOOD also highlights the benefits of enrolling in sports activities and how they affect our lives.
NGOs & VOLUNTEERS
This year, Beirut Marathon Association upgraded the online registration platform to promote individual selection of a cause to run for. All NGO/CSO partners have been sorted according to the UN mode of segmentation, and registration is split into two categories:

- **Group Registration**: The NGO partner registers directly the list of names recruited and only pays the discounted registration fees.

- **Individuals**: Runners register and pay online choosing their cause; 25% of the registration fee goes straight into the NGO’s account which is directly collected after the race.

Free registration is offered to all special needs and public schools participants in all races. Of Beirut Marathon registration fees are transferred to support the NGOs/CSOs in achieving their activities and fulfilling their mission.

In 2016, the outreach team of Beirut Marathon Association invested most of their time and efforts in helping NGOs/CSOs adopt the platform and learn how to use it to generate revenues to support their causes. Of Beirut Marathon registration fees are transferred to support the NGOs/CSOs in achieving their activities and fulfilling their mission.
Throughout 2016, noticeable efforts were made from NGOs/CSOs to benefit from the fundraising platform that Beirut Marathon Association provides. These include:

- **150** Multiple Year Agreements signed to date with NGOs
- **132** Participating NGOs: 28 of which are first timers
- **23,186** Participants running for different causes
- **2,463** Charity runners recruited from NGOs participating for the first time
- **49%** of total volunteers were recruited for the BLOM Bank Beirut Marathon in 2016

### Participants Running for NGOs

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>1,471</td>
</tr>
<tr>
<td>Corporates</td>
<td>7,887</td>
</tr>
<tr>
<td>Schools</td>
<td>5,601</td>
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<tr>
<td>Universities</td>
<td>2,864</td>
</tr>
<tr>
<td>NGOs</td>
<td>5,211</td>
</tr>
<tr>
<td>Clubs</td>
<td>152</td>
</tr>
</tbody>
</table>

**Total:** 23,186
**BEST NGO:**
**BRAVEHEART**
For recruiting the highest number of runners (2,098) raising $13,000 from registration only, other than the money raised from pledges and sponsorships.

**BEST NEW NGO:**
**GIFT OF LIFE**
For recruiting in their first year 739 runners positioning themselves in the 7th rank amongst the 132 NGOs.

**MOST SUPPORTIVE NGO:**
**UNICEF**
For supporting the participation of 991 children.

**MOST ACTIVE NGO:**
**DONNER SANG COMPTER**
For a remarkable presence this year.

**UNIVERSITY SPIRIT AWARD:**
**AUB**
With 1,010 students.

**BEST CHEERING STATION:**
**ROTARY CLUB**
For a beautifully decorated station with trees, offering apples and cheering runners with the help of their DJ, dancers, clappers and hats.

**BEST VOLUNTEERING TEAM:**
**RED CROSS YOUTH**
With 480 volunteers.

**BEST COSTUME AND MESSAGE:**
**ABAAD**
For using the platform to raise their voice and be heard.

**SCHOOL SPIRIT AWARD:**
**COLLEGE MELKART**
With 565 students.

“Being in direct contact with schools, universities, NGOs and coordinators in the various regions of Lebanon and around the world makes you realize the role the marathon plays in bringing entities from different corners together. Handling the outreach department makes me fully understand the need for unity in our society and I’m proud to be able to play a role in bringing it to reality.”

ABDALLAH ABDELNOUR
Hospitality & Outreach Director
“In 2016, ABAAD launched a campaign demanding the abolishment of article 522 from the Lebanese Penal Code. We, at ABAAD believed that the Beirut Marathon is one of the best platforms to raise awareness about the cause. So we performed a flash mob while marching in the Marathon and its impact on the participants was more than powerful. ABAAD joined the Marathon with an aim to raise awareness, but we didn’t only achieve that we actually received the “Best Costume and Message Award 2016.”

Alia Awada
ABAAD / Advocacy and Communication Manager

“On November 13th 2016 the students of BZ KIDZ had the opportunity to participate in the Beirut Marathon thanks to the Adopt-A-Team program. This was a first time experience for all of our students and it was definitely one to remember. We are humbled to have been part of such a harmonizing event that brings unity to this country for one day. We look forward to being a part of this incredible marathon for many years to come.”

Azadeh Eslamy
BZ KIDZ / President & Founder

“Gift of Life Lebanon first participation with Beirut Marathon was a real success! Running to save a Life with Gift of Life” props were carried by over a thousand supporters, celebrities, Rotarians and students running to the beat of our live music. Athlete Mahmoud Awad represented us and won the 42.195 KM (30-34). Our hard work culminated in the well-deserved “Best New NGO Award”.

Rania Soubra
Gift of Life Lebanon / Executive Assistant

“DSC had already participated in many editions of the Beirut Marathon, and benefited from this platform to raise awareness about blood donation on its cheering stations. However, this year a special twist was made to maximize on the participation by recruiting 1,567 runners ensuring more awareness and raising more funds. The enthusiasm of DSC’s volunteers at their cheering station followed by pictures, videos and posts on social media, made DSC worthy of the “Most Active NGO” award granted by Beirut Marathon Association.”

Yorgui Tayrouz
DSC Lebanon / Founder & President

“Since 2011, Roads for Life name has been associated with the training of ER Doctors, Paramedics, and nursing teams in the most advanced Life Support Courses across the nation, thus contributing to saving 40% of unnecessary death in the Golden period of Trauma. A special tribute is due to Beirut Marathon Association for offering Roads for Life a privileged platform to spread trauma culture and for winning all its credibility in the hearts and minds of all those who ran for its cause, “Saving Lives”, a cause that must concern us all.”

Zeina Kassar Kassem
Roads for Life / President

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Zeina Kassar Kassem
Roads for Life / President
While many join to run the course, others join to run the show! Thank you to our community of volunteers that come together each year to demonstrate peace & love.

615
Volunteers in the BANHMED Youth Race

4,400
Volunteers in the BLOM Bank Beirut Marathon

16 - 30
Years old, with a special focus on ages 17 to 21

14,448
Hours of community service credited by schools & universities

Our teams of volunteers have started to take ownership of the tasks at hand, feeling as part of the race committee rather than just a team of volunteers for one day.

In 2016, more than 70% of our volunteers came from different NGOs and universities demonstrating their commitment and dedication year after year.

<table>
<thead>
<tr>
<th></th>
<th>NGOs</th>
<th>UNIVERSITIES</th>
<th>SCHOOLS</th>
<th>SCOUTS</th>
<th>INDIVIDUALS</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>680</td>
<td>623</td>
<td>2,463</td>
<td>1,166</td>
<td>5,015</td>
</tr>
</tbody>
</table>
THE ROLE OF VOLUNTEERS

In 2016, more than 35 partners helped us recruit 5,015 volunteers for our races. As an acknowledgment of their exceptional efforts, Beirut Marathon Association offered them:

- Free registration (equal to the numbers of volunteers)
- Free rental of logistic items
- Promotion & visibility

All volunteers received a certificate of appreciation in acknowledgment of their support and hard work.

Volunteers assist the Special Needs at the Start Line, Finish Line and along the course to make sure they are safe. The Ministry of Social Affairs and National Volunteer Service Program has taken on this task in the past 3 years in all the Beirut Marathon races.

**VOLUNTEERS BANKMED YOUTH RACE**

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runners’ assistance</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>425</th>
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<tbody>
<tr>
<td>Race logistics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>178</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td></td>
</tr>
</tbody>
</table>

**VOLUNTEERS BLOM BANK BEIRUT MARATHON**

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runners’ assistance (International, National and Special Needs Athletes)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green initiatives</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special programs (Adopt-A-Team, Beirut 542)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment (Cheering Stations, Water Stations and Gathering Area)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEDICATED TO</th>
<th>1,100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race logistics (Start, Finish, Course, Directions, Media, Baggage and Operation Room)</td>
<td></td>
</tr>
</tbody>
</table>
### CHEERING & WATER STATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>STATIONS</th>
<th>VOLUNTEERS</th>
</tr>
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<tbody>
<tr>
<td>Musical Bands</td>
<td>5</td>
<td>25</td>
<td>92</td>
</tr>
<tr>
<td>Corporates</td>
<td>14</td>
<td>97</td>
<td>332</td>
</tr>
<tr>
<td>Clubs</td>
<td>3</td>
<td>967</td>
<td>97</td>
</tr>
<tr>
<td>NGOs</td>
<td>25</td>
<td>102</td>
<td>252</td>
</tr>
<tr>
<td>Universities</td>
<td>5</td>
<td>17</td>
<td>337</td>
</tr>
<tr>
<td>Ministries</td>
<td>1</td>
<td>0</td>
<td>190</td>
</tr>
<tr>
<td>Media</td>
<td>1</td>
<td>0</td>
<td>190</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
<td>10</td>
<td>2,546</td>
</tr>
</tbody>
</table>

**Total Volunteers:** 2,546
GREEN VOLUNTEERS

G. Association works on raising awareness on environmental risks by working with NGOs, academics and experts to improve the environment in general in Lebanon.

This year, G. Association worked with 400 volunteers to pick up 220,000 water bottles, which were then sent to “Arc En Ciel” for recycling.

“We have been working with Beirut Marathon Association for the past few years now. Every year feels like a new experience for us. Since our profound duty towards our community is volunteering, we find working in the marathon a great opportunity for the scouts and members of our association. This year, leaders and rovers were responsible for filtration, which gave them a chance to interact with the runners and all the NGOs”.

Muslim Scouts Association
PARTNERS
PARTNERSHIPS

BEIRUT MARATHON ASSOCIATION COUNTS ON ITS PARTNERS THAT CONTRIBUTE AT LARGE TO THE CONTINUITY AND GROWTH OF THE RACE EVENTS ORGANIZED EACH YEAR DEMONSTRATING UNITY, COOPERATION AND HOPE IN LEBANON’S FRAGILE ECONOMY.

The partners’ fee structure has been carefully designed following international standard valuation methodology to guarantee for the partner a comprehensive list of benefits that would generate a substantial return on their investment.

This year, the income from sponsorships represented 72% of total income, and came from 210 partners out of which 52 are new partners. In addition, the Beirut Marathon Association works to secure partners willing to offer in-kind sponsorships, which can give visibility to their services and products while minimizing on some of the operational costs of the events.

THIS YEAR, OUR CORPORATE PARTNERS DEMONSTRATED:
• HIGH LEVEL OF ACTIVATIONS
• HIGH LEVEL OF PARTICIPATION IN RACES
• HIGH LEVEL OF TWINNING WITH NGOs

UNIQUE TO 2016:
• Introducing race tactical visibility for smaller budgets, which helped attract 52 new partners, contributing to more than half of total funds secured from sponsorships.
• Increasing the in-kind contributions level by having a more tailored and efficient barter deals contributing to hospitality, transportation and other similar cost factors.
• Including new team members in the partnership department, which reflected an increase from 741 to 3,113 contacts with additional prospects in only 9 months period.
A WORD OF GRATITUDE TO OUR 2016 PARTNERS

Race Title Partners
BLOM BANK for the Beirut Marathon
Bankmed for the Youth Race

Premium Partners
Waterfront City Dbayeh, Solidere, Aquafina, MEA, Volvo, Kurban Travel, Avis, Lancaster Hotels, Pangea Warwick Resorts, Hotel Le Royal, Saveurs du Monde, Wooden Bakery, Crepaway, Commercial Insurance, Mets Energy, Rim Water, Grand Cinemas, Castania

Tactical Partners
Zawarib, VPS, CME, Key Nursery, Strategy&, Waltex, FA Hosri, Passion Juice, Perla, Exotica, Mazitou, Medco, Tinol, LibanPost, ADDMIND, Abdel Rahman El Hallab, Patchi, Pixel Mob, BIEL

Supporters
Dar Al-Handasah (Shair and Partners), City Mall, ABC, Spinneys, P&G, Huawei, Alfa, Ethiopian Airlines

The partnership team at Beirut Marathon Association is proud to have corporates involvement in the races as runners and not only as sponsors.

146 COMPANIES REGISTERED IN RACES
6,362 RUNNERS REGISTERED THROUGH CORPORATES
9,259 CORPORATE RUNNERS CHOOSING TO RUN FOR A CAUSE

“The private sector remains the main contributor to our events. In an unstable and challenging economic environment, our partners still want to give back to the community, each at his own scale, whether by running for a cause-raising funds for NGOs, sponsorship, or in-kind contribution.

All of these forms make our events happen, and help build bridges across all sectors to create exchange, support, business opportunities, partnerships, and above all enhance the Lebanese eco-system”.

Deenah Fakhoury Partnerships Director
OFFICIAL SUPPORTING PARTNERS
CONTRIBUTING TO BEIRUT MARATHON ASSOCIATION’S SUCCESS

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


Quenching the thirst for a healthier tomorrow
“As PepsiCo continues to thrive in contributing positively to its community, Aquafina partnered with Beirut Marathon Association as the sole water sponsor of this year’s BLOM BANK BEIRUT MARATHON. This came as a natural extension of Aquafina’s ‘Full of Life’ campaign promoting a healthy lifestyle and positive attitude year after year. PepsiCo are very pleased with the collaboration and are proud to have contributed to a more active Lebanon that is full of life. PepsiCo was thrilled that Aquafina played a role in helping Lebanon come together for such a worthy cause, and hopes to continue this partnership and see many more fruitful collaborations in the future”.

Elie Bou Akel
Aquafina General Manager
Levant Office

“BLOM BANK BEIRUT MARATHON reflects the ability of Lebanese society to go beyond all the political and economic instabilities surrounding it and to organize and excel in a world class cultural and sports event. We at BLOM BANK are extremely delighted to be the main sponsor of this event and to proudly support its appropriate motto “Peace, Love, Run”. The Marathon’s ideals agree perfectly with the bank’s mission to be a socially productive agent in Lebanon’s civil society and to be of tremendous service to the community”.

SAAD AZHARI
BLOM BANK Chairman and General Manager

“METS Energy – Beirut Marathon Association’s partner since 2013, is proud to be a key player in this event spreading an experience of change, achievement, and POWER”.

Karim N. Ghandour
METS Energy Business Development

“As private enterprises, we need to develop an entirely new practice of collaboration that supersedes the traditional philanthropies and replace it with networks of partnerships working together to create better economies for our country; which Beirut Marathon Association represents at its best”.

Roger M. Zaccar
Commercial Insurance Member of the Board
COMMUNICATION
WE THANK ALL OUR MEDIA PARTNERS FOR ACCOMPANYING US ON THE LONG RUN!

In 2016, the Partnership and Marketing Departments of Beirut Marathon Association worked closely to ensure maximum support from the different media platforms.

Strategic barter deals with television stations ensured that our races are broadcasted live to thousands of viewers across Lebanon and other parts of the world!

The collaboration between Beirut Marathon Association and the partner media channels are based on barter deals representing 80% share of all barter and in-kind agreements made in 2016.

Radio Partners:

- Mix FM
- VOA

Magazines:

- Spécial
- ELLE
- BOLD

Online News Platforms:

- Beiruting
- Solility

Newspapers:

- الجمهورية
- المساء

Led Networks:

- Propomedir
- PKASSO

Official TV Partner of the Blom Bank Beirut Marathon 2016

Official TV Partner of the Bankmed Youth Race 2016
2016 MEDIA REPORT

BANKMED YOUTH RACE 2016: FEBRUARY 24 - APRIL 20

- 26 LED NETWORK LOCATIONS
- 298 NEWSPAPER & MAGAZINE INSERTIONS
- 19 APPEARANCES ON 6 TV STATIONS
- 948 RADIO SPOTS

BLOM BANK BEIRUT MARATHON 2016: SEPTEMBER 8 - NOVEMBER 20

- 1 TVC PRODUCTION
- 5 IDOLS VIDEOS
- 1 RACE SONG
- 1,649 SPOTS ON VDL & MIX FM

INTERNATIONAL SPOTS

- 641 SPOTS AIRED ON N1 CHANNEL IN 3 DIFFERENT REGIONS
- 197 SPOTS AIRED IN SERBIA
- 227 SPOTS AIRED IN BOSNIA AND HERZEGOVINA
- 217 SPOTS AIRED IN CROATIA

OUT OF HOME

- 758 LOCATIONS
- 3 WALLS & FENCES
- 21 PRE STRUCTURES
- 200 BRANDED STREET SIGNS
- 500 BRANDED LIGHT POLES
- 3 BRANDED LOVE TOWERS
- 30 BRANDED TOWERS
- 1 BRANDED TREE STRUCTURE

RADIO SPOTS

- 49 DAYS OF VISIBILITY
- 9 AIRPORT DIE CUTS ON THE LUGGAGE BELTS
- 88 PEACE LOVE RUN STRUCTURE ALL YEAR LONG

REGISTRATION STANDS AND POINTS

- 1 STAND
- 8 STANDS IN ALL BRANCHES
- 4 STANDS

REGISTRATION POINTS IN ALL BRANCHES

- 74 STANDS
- 1 STAND

2016 MEDIA REPORT
"Overseeing the Communication Department & building external relationships with the media at Beirut Marathon Association is an inspiring day-to-day challenge.

Putting the communication vehicles in place to create momentum for all the events & how they come to life through the different platforms we use to communicate with the public is self-rewarding and a great accomplishment”

Mandy Bassil Germanos
Communication Director
FINANCIALS
2016 BEIRUT MARATHON ASSOCIATION IN NUMBERS

INCOME DISTRIBUTION

- **EARNED INCOME**
  - **94% EARNED INCOME**
  - **$2,224,740**

- **CONTRIBUTIONS & DONATIONS**
  - **1%**
  - **$31,167**

- **OTHERS**
  - **2%**
  - **$41,292**

- **GRANTS**
  - **3%**
  - **$64,473**

- **SERVICE CONTRACT & OTHERS**
  - **5%**
  - **$102,295**

- **SPONSORSHIP**
  - **72%**
  - **$1,599,380**

EXPENSES DISTRIBUTION

- **3% REGIONAL RACES**
  - **$81,401**

- **6% PROGRAMS & INITIATIVES**
  - **$136,992**

- **16% YOUTH RACE**
  - **$400,899**

- **58% BEIRUT MARATHON**
  - **$1,451,035**

- **17% ADMIN EXPENSES & OTHERS**
  - **$428,133**

- **$2,498,460 TOTAL EXPENSES**

- **$2,361,672 TOTAL REVENUE**

- **$136,788 DEFICIT**

"Managing financial matters at the Beirut Marathon Association is a big challenge and much easier said than done. In a state of political and economic instability, where we always suffer in controlling and monitoring our expenditures, cost and variance measures, and to meet our strategic objectives. Nevertheless, I feel a high sense of self-satisfaction for giving 25% of our registration income to NGOs and more than 12,000 free tickets to those who volunteer, support and secure our events."

Diala Abou Saeed
Accounting Director
Beirut Marathon Association is working with a world-renowned international consulting firm on an impact report to capture and materialize the realized gains on the Lebanese economy as a result of holding its major events and programs including, but not limited to, the BLOM BANK BEIRUT MARATHON, the bankmed Youth Race, MySchoolPulse Race, Beirut 542, Donate your Running Shoes Program, etc ...

The report, which is under development, will demonstrate how events and programs organized by the Beirut Marathon Association drive economic and social growth. The report aims to quantify the total amount of funds spent specifically for events and programs organized by Beirut Marathon Association estimating the direct spending in the economy by event and program participants, spectators and Beirut Marathon 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.

IAAF ROAD RACES MARATHON
TICKET PRICES

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<th>Ticket Price</th>
<th>Marathon Name</th>
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THE TEAM
ABOUT THE TEAM

Beirut Marathon Association is a Lebanese Non-Governmental Non-Profit Organization, independent of all political and religious affiliations, registered at the Ministry of Youth and Sports under number 103/SH.R. Beirut Marathon Association was founded in 2002 at the initiative of Mrs. May El Khalil with a purpose of promoting the running culture in Lebanon and with a clear vision to become the leading running expert organization in the Middle East.

Beirut Marathon Association’s mission is to 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.

“After having participated in more than 100 races around the world, and being a race organizer myself, I can tell that today Beirut Marathon is the only event where I keep coming back every year.

One of the reasons for my deep attachment to this event, and to Beirut Marathon Association team as well, is because our two countries are similar as we use running as a peace building tool to deeply improve our societies”.

Erol Mujanovic
Director
Sanjevo Marathon
Beirut Marathon Association Ambassador
Bosnia & Herzegovina

EXECUTIVE BOARD
President
Mrs. May El Khalil

Vice President
General Retired Hassan Rustom

General Secretary
Mr. Hassan Mohieddine

Treasurer
Mrs. Ilham Hmeidan El Fakih

Accountant
Ms. Nabila El Fakih

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Mrs. Najla El Khoury

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Mr. Maher Baydoun
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Mr. Pierre Gaspard
Mr. Ghassan Hajjar
Mr. Mazen Hanna
Dr. Nadine Panayot Haroun
H.E. Mrs. Raya Haffar El Hassan
Mr. Richard Haykel
Mr. Faysal El Khalil

BEIRUT MARATHON ASSOCIATION NATIONAL COORDINATORS AND AMBASSADORS

BEIRUT MARATHON ASSOCIATION COUNTS ON ITS 53 NATIONAL COORDINATORS AND 28 BRAND AMBASSADORS REPRESENTING 21 COUNTRIES TO MAKE EACH YEAR’S RACES A BIGGER SUCCESS.

In 2016, 10% of our runners were recruited by our coordinators and ambassadors.
THE RUNNER MANTRA

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

WE ARE PEACERUNNERS
Every time I meet new people and get asked about my job, I start describing those dynamic moments with the team where planning and setting up numerous events along the year is very entertaining. I definitely don’t forget to mention the excitement behind the onsite duties that need to be done, especially the operations on EVENT DAY that are always extremely rewarding...Naturally, I always get the same answer: “I wish my job was fun as yours”.

Albert Cheaib

I started working with Beirut Marathon Association as a volunteer in 2007. I joined the team as the procurement manager in 2011, and it has been a roller-coaster since then as I find pleasure in securing resources to supply our needs.

Abbas Ayoub

I care about the organization, its initiatives, and fulfilling them with integrity. I AM what I do. I am Beirut Marathon Association, and I am PROUD to be part of it.

Bassil El Fakih

It is always a satisfying feeling, when you see everyone on the start line waiting to accomplish one of their dreams.

Malak Hilal

The Beirut Marathon is my whole life. I love that it is secular, and it is definitely the best in Lebanon and the Middle East.

Mohammad Abilmona

I started working with Beirut Marathon Association as a volunteer in 2007. I joined the team as the procurement manager in 2011, and it has been a roller-coaster since then as I find pleasure in securing resources to supply our needs.

Abbas Ayoub

I spent my youth running after a trophy as a volleyball player and transporting injured players as a volunteer in the Red Cross. Being part of Beirut Marathon Association is a dream come true as it combines sports and social values in one organization.

Joseph Saad
Working for Beirut Marathon Association gives me the opportunity to perform at my best. Much like the marathon itself, it is a long stretch of hard work, but I am enthusiastic enough to enjoy it.

Maher Abilmona
“One is proud of any work that reflects his ambitions and capabilities. He feels satisfaction and peace when he successfully achieves his goals, much more when the work is in the sports world and based on love and fair competition.

My thrilling journey with Beirut Marathon Association, started in 2003. The association has been expanding and progressing tremendously, and has become today an internationally renowned race organizer acclaimed by Lebanon, the region and the world.

The Beirut Marathon Association family includes the finest technical and administrative expertise and I feel proud and happy to be part of it. Together we are able to put our dear country, Lebanon, on the international map and make our dream come true.”

General Retired Hassan Rustom
Vice President

Simultaneously we’re preparing to launch this year’s edition of the Ability Program that is now growing to double the number of hand-cycles enabling 25 people to participate in the second year since we’ve launched this program.

We’re also extending our Donate Your Running Shoes program to collect, clean, sort and give back shoes to around 2,000 people from remote and needy rural areas to enable them to start running.

In a few weeks from now we will be in Beijing to officially join the first League of Marathons in Asia the “Asian-Pacific Premier Marathons – APM” and this will mark a new milestone for the Beirut Marathon as we further reinforce our country’s presence on the international map of Endurance Sports and Athletics.

There is still so much to do and the challenges are numerous especially considering our ambitious Agenda of Race Events and community programs, but I like to think of our challenges as opportunities to build bridges with more partners and propagate our mission for Lebanon to more people around the globe.

I have the firm belief that we can build a sustainable and durable institution that will keep growing steadily and organically and keep playing a major role in bringing together the Lebanese Communities through the sport of Running.

And talking of important milestones, 2017 will mark the Beirut Marathon’s 15th Year Anniversary and it will be an occasion for all Beirut Marathon runners, volunteers, partners, NGOs, friends to look back and celebrate the achievements of the past 15 years of success, a success that came through the vision and courage of one Woman and the commitment of a dedicated and resilient team of makers, we call these our #PEACERUNNERS.

15 years of Running for Lebanon and many more to come! PEACE LOVE RUN.

Peter Mouracade
CEO

“Don’t ask what we do, come and see for yourself. Take the opportunity to learn more about the achievements of Beirut Marathon Association, discover what it takes to RUN a Marathon and become an active part of this national institution that has so much to offer to our community.

I would like to take a chance to thank all our official partners for their help and support without which none of our events would be possible.

Together we can do a lot for our Lebanon, and we will be forever proud of our achievements, which have been blessed throughout the years.”

Ilham Hmeidan El Fakih
Admin & Official Relations Director

“The role of the coordinators in their communities has been determined to spread the culture of running through coordination with municipalities and people in charge, to promote the races organized by Beirut Marathon Association, and to motivate parents, schools, students, clubs and NGOs to participate and run for their causes.

I am extremely proud that I have been experiencing this since 2003 as I work with the distinguished BMA team. My best wishes to Beirut Marathon Association and hope for more progress and distinction.”

Bashir Sakka
Coordinator & Protocol Supervisor
LOOKING AHEAD
2017 RACE CALENDAR

APRIL 2, 2017
BANKMED YOUTH RACE, 3rd EDITION
DBAYEH

MAY 21, 2017
WOMEN’S RACE, 4th EDITION
JOUNIEH

NOVEMBER 12, 2017
BLOM BANK BEIRUT MARATHON, 15th EDITION
BEIRUT

WHAT DOES 2018 HOLD?

APRIL 22, 2018
BANKMED YOUTH RACE, 4th EDITION
DBAYEH

JULY 15, 2018
WOMEN’S RACE, 5th EDITION
JOUNIEH

NOV 11, 2018
BLOM BANK BEIRUT MARATHON, 16th EDITION
BEIRUT
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Mar Takla, Hazmieh, Lebanon
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