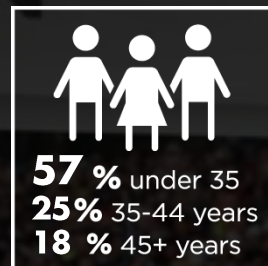
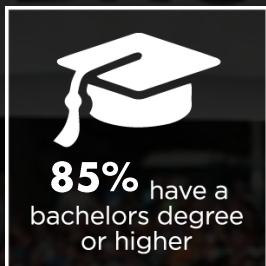
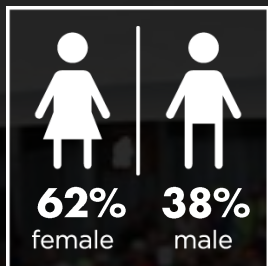


# Rock'n'Roll

HALF MARATHON  
BROOKLYN

OCTOBER 14, 2017

## EVENT DEMOGRAPHICS



## EVENT WEEKEND



Sept. 12-13

Expo Attendance  
**15,900+**

Finish Attendance  
**28,600+**

START

Sept. 14

HALF

Participation  
**17,600+**

FINISH



Finish Festival  
Post Race Concert

## BY THE NUMBERS



Participants from  
**50 states**  
**38 countries**



Total Hotel  
Room Nights  
**9,100+**



Total Race  
Weekend Visitors  
**14,100+**



Economic  
Impact  
**\$20.1 MILLION**