

QUICK FACTS

SEPTEMBER 29 - OCTOBER 2, 2016

RACE DAYS OCTOBER 1-2

26.2 & 13.1 Mile Foot race
6K, Mini Champions Run
Grandparents and Grandchildren Run
CTT Wheelchair Race
Finish Line Festival
Post Race Concert

HEALTH & FITNESS EXPO

Sept. 29-Oct.1, Location TBD
Retail and Sampling Opportunities

AUDIENCE

24,000+ Participants
29,000+ Expo Attendees

EVENT MEDIA

Rock 'n' Roll Lisbon Facebook: **20,616**
Rock 'n' Roll Marathon Facebook: **148,606**
Rock 'n' Roll Lisbon Twitter: **534**
Rock 'n' Roll Marathon Twitter: **123,500**
Rock 'n' Roll Marathon Instagram: **39,400**

THE EVENT

The EDP Rock 'n' Roll Lisbon Marathon & 1/2 Marathon is entering its 4th year running! With potentially the most beautiful marathon course, the race takes runners from the seaside village of Cascais, along the banks of the Tagus River, and past World Heritage sites. At its own start, the 1/2 marathon begins on the Vasco da Gama Bridge. The race hosts one of the largest running expos in the industry, a rockin' headliner concert, finish line festival, and elite runners traveling from around the globe.

ENTERTAINMENT

It's a 26.2 mile street party as local bands perform on entertainment stages at the expo, along the course, and at the finish line, playing every genre of music! Spirit Squads and themed water stations add to the festivities, with a finish line celebration and double headliner concert!

MARKETING CAMPAIGN

An extensive and comprehensive year-round national, regional and local marketing plan includes print, radio, television, online and email advertising, social media, in-store distribution, and cross-promotions with event sponsors.

NATIONAL MEDIA BLITZ

A full-time PR department works year-round to generate extensive national, regional and local exposure via print, radio, television and online media coverage.

ECONOMIC IMPACT

In 2015, participant and spectator spending generated an estimated €8 million* in economic impact over race weekend. 29% of the 24,000 participants were visiting from outside of Lisbon.

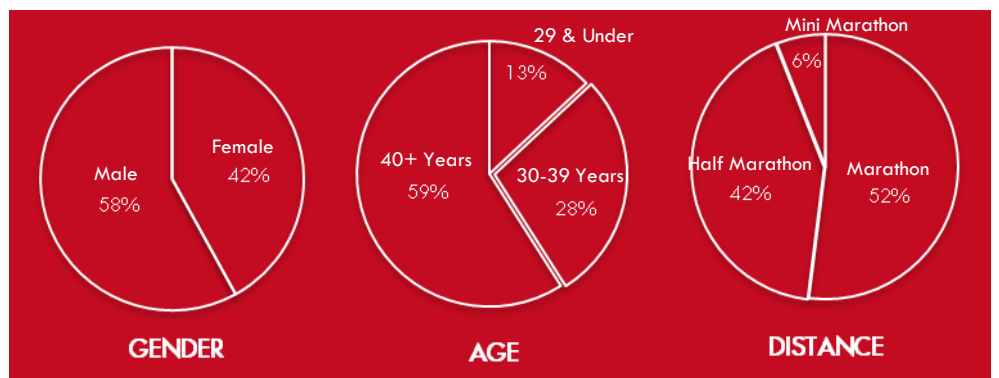
**Economic Impact numbers provided as estimates by Lisbon Government based on Int'l entrants*

CHARITY

Charity is the heart of Rock 'n' Roll! Official charities have raised over \$300 million (net) for their respective causes through Rock 'n' Roll Marathon Series events since the inception of the Series in 1998. There are a group of charities recruiting participants to train and fundraise together and have a life-changing experience while raising much needed funds and awareness for their chosen cause. Please visit the charity page on the event website for details.

GEOGRAPHIC DISTRIBUTION

28 US domestic states and 74 countries were represented in the 2015 EDP Rock 'n' Roll Lisbon Marathon & 1/2 Marathon. Top Countries: United Kingdom, Netherlands, Portugal, France, United States, Germany, Spain, Brazil, Belgium, Poland. Top Domestic States: California, Texas, New York, Washington, Virginia, Colorado, Washington D.C., Illinois, Hawaii, Massachusetts.



Source: 2015 Participant Data