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**Dick's Sporting Goods Pittsburgh Marathon**  
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For Immediate Release

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## **Dick's Sporting Goods Pittsburgh Marathon Grows 60 Percent;**

### **Showcases National Trend**

Pittsburgh, PA – An astounding number of runners have registered for the upcoming the 2010 Dick's Sporting Goods Pittsburgh Marathon, May 2, 2010. The event, which will see 16,000 runners traverse many of the city's streets and iconic bridges, has broken the previous registration record, set last year with more than 10,000 runners registered and nearly as many crossing the finish line. This year, the response was nothing less than stunning, as 16,000 registrations translated into a 60 percent increase, a number which far surpasses the already brisk industry average of roughly 10 percent growth.

David Monti, editor and publisher, *Race Results Weekly*, had this to say about the numbers: "This is an astonishing figure, and I'm completely taken aback by it. It's a hyper growth story in terms of the industry. For Pittsburgh to have resurrected itself in this dramatic way is incredible."

"This is an amazing result," commented Race Director Patrice Matamoros, "and I believe that we can attribute it to the dedication and support of our sponsors and our runners, as well as the commitment of our volunteers and the entire community. Last year's race showed us that both the community of runners and the Pittsburgh community were delighted to have the race return to the city. We're thrilled to be able to bring great experiences to our runners and to showcase this remarkable city."

In 2009, a detailed post-race survey and economic analysis revealed the Marathon generated a \$22 million positive economic impact for the region. With the tremendous surge of runners in 2010, the Marathon expects this number to rise dramatically as well.

The Dick's Sporting Goods Pittsburgh Marathon team also understands that it is the runner's experience that is critical to the event's continued success. To that end, an anonymous 2009 post-race survey revealed that an overwhelming 95% of runners were "very satisfied" or "satisfied" with the race, and their detailed feedback was instrumental in helping organizers work towards improving the race

experience in 2010. Overall, participants enjoyed seeing the city, believed the race was well-organized and that the people along the course were wonderful.

“I think that the highlight of the marathon was the city itself. The route showcased the best the city has to offer. I loved that so many people came out to cheer on the participants, and it was such a wonderful experience!”

“I think the route was fantastic. The volunteers were amazing.”

“This was an exceptional way to see the city, how its various parts connect and the people along the course were AWESOME! I drove away with a renewed love for this city!”

In addition to the full marathon, the race weekend, April 29 through May 2, also includes the UPMC Health Plan Half Marathon, the FedEx Ground Marathon Relay, the Trib Total Media Kids Marathon and The GNC Live Well Pittsburgh Health and Fitness Expo at the David L. Lawrence Convention Center in the heart of downtown Pittsburgh. The event is a FREE, exciting, interactive Health and Fitness Expo that is open to the public.

The Pittsburgh Marathon is a non-profit organization that promotes the love of long-distance running and enhances community involvement in fitness activities through high quality events for a wide variety of ages and abilities. Sponsors include: Dick’s Sporting Goods, UPMC Health Plan, FedEx Ground, Nike, UPMC Sports Medicine, GNC, Trib Total Media, KDKA TV, PA American Water, Rothman Gordon Attorneys, Sheetz, Dunkin Donuts, McKnight Realty Partners, Pittsburgh Volkswagen Dealers, NUGO, Verizon Wireless, Gatorade, GU, Omni Hotels William Penn, New Harvest, PNC Bank, Shearers, Shapers, Eat ‘n Park, Spaghetti Warehouse, *Whirl Magazine*, Subway, ESSpa Kozmetica.

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