



2018 BMW Dallas Marathon

Media Guide



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About the BMW Dallas Marathon

A fun and memorable race in a world-class city, benefitting a great cause. Since 1971, the BMW Dallas Marathon has experienced tremendous growth and today is Dallas' largest marathon and the city's largest single-day sporting event. Organized by the Dallas Marathon staff and board of directors, the race is Texas' marathon.

Sunday, December 9, 2018, will be the 48th running of the BMW Dallas Marathon, Half Marathon, Ultra Marathon and SMU Cox School of Business Relay. Participants will be welcomed by an entertaining course that features the city's most vibrant neighborhoods and spectator destinations, as well as the beautiful scenery of White Rock Lake.

Thousands of participants are expected to take part in the three marathon options and SMU Cox School of Business Relay on race day. Hundreds of thousands of spectators join in the fanfare, lining the streets and neighborhoods of Dallas to cheer on participants.

The BMW Dallas Marathon will raise funds for Texas Scottish Rite Hospital for Children, the race's primary beneficiary since 1997. To date, the race has donated nearly \$4 million for the hospital.



Marathon History

The BMW Dallas Marathon is the result of the efforts of a pioneering group of brave Dallas runners, who had the foresight to establish an annual 26.2-mile race more than 40 years ago. In 1971, Tal Morrison – the official founding father of the marathon who passed away in 2015 – placed a \$25 ad in *Runner's World* beckoning runners from around the country to come to Dallas.

On March 6, 1971, 82 runners from across Texas, and as far away as South Dakota, New York and California, took their marks for the race's first running, which circled Dallas' White Rock Lake. Sixty-one runners crossed the finish line that day in the aptly named, Dallas White Rock Marathon.

In the years that followed, the Dallas White Rock Marathon would gain a reputation as a memorable race "for runners, by runners." Participation grew tremendously, drawing hundreds and then thousands of runners from every corner of the nation. As aid stations, a pre-race expo, a post-race awards banquet and corporate sponsors were introduced, race weekend grew into a more entertaining event for participants and spectators.

Marathon relays and a half marathon course were added through the years, and as support increased, the marathon's board of directors decided it would donate a portion of race proceeds to charitable causes each year. With this initiative in mind, the marathon named Texas Scottish Rite Hospital for Children its primary beneficiary in 1997, and to-date has donated nearly \$4 million directly to the hospital.

A renewed partnership with the City of Dallas, along with a rebranding campaign, introduced the Dallas Marathon brand in 2012. The race's start and finish line were moved to the heart of downtown Dallas, which itself was undergoing a multi-billion dollar renaissance of development. The new event name and visual identity would help establish the race as The Official Marathon of the City of Dallas and cater to a growing field of local, national and international runners choosing to compete in Dallas.

Today, the Dallas Marathon continues to operate as a nonprofit organization with a focus of promoting health and physical fitness through year-round running events such as the Dallas Marathon. Now in its 48th running, the BMW Dallas



Marathon attracts thousands of participants and spectators to Texas' longest-running marathon and Dallas' largest single-day sporting event. Race day delivers a fun and memorable experience for everyone involved from participants to volunteers to spectators.

Significant milestones in the event's history include:

- 1971 – The Dallas White Rock Marathon debuts at White Rock Lake with 82 runners
- 1976 – For the first time, the Dallas White Rock Marathon is moved from March to December. The race is run twice this year
- 1981 – Julie Brown sets a women's race record in 2:33:39; record stands until 2006
- 1982 – John Lodwick sets a men's race record in 2:12:18; record stands until 2006
- 1983 – A new start and finish are introduced, near Dallas City Hall
- 1995 – Relays are introduced for the first time to attract participants that did not want to run the full 26.2-mile course
- 1997 – The board of directors names Texas Scottish Rite Hospital for Children the primary beneficiary of the Dallas White Rock Marathon
- 2001 – Rapid participant growth creates need for start and finish line at American Airlines Center in Victory Park
- 2003 – A half marathon course is added to the Dallas White Rock Marathon, and the Mayor's Race 5K is established as part of race weekend, encouraging Dallas ISD school children to participate in a fun run to promote good health and fitness in the local community
- 2006 – Moses Kororia sets the men's race record in 2:12:04; Svetlana Ponomarekno sets the women's race record in 2:29:55. Also, the Corporate Relay Challenge is added to race day events, encouraging local businesses to get involved in the marathon and promote health and fitness in the local business community
- 2010 – A new race course moves the start and finish lines to Fair Park to accommodate larger participant fields and better parking. For the first time, the Elite High School Relay Challenge is introduced, matching 16 of the area's top high school runners on a relay team to challenge the elite marathoner field on race day
- 2012 – The Dallas White Rock Marathon organization rebrands as the Dallas Marathon, introducing a new logo and working with Dallas City Hall



- to return the race start and finish lines to downtown Dallas; Last Man Running Challenge is introduced
- 2013 – Dallas City Hall and Mayor Rawlings recognize the Dallas Marathon as The Official Marathon of the City of Dallas. For the only time in race history, race weekend events are canceled due to unsafe weather conditions resulting from a major ice storm
 - 2014 – Meb Keflezighi, Ryan Hall and Deena Kastor join Dallas Marathon participants at the finish line
 - 2015 – The year-round RunDallas Race Series is launched in partnership with the Dallas Mavericks, Texas Rangers and FC Dallas; through partnerships with all five professional sports teams (the aforementioned and the Dallas Cowboys and Dallas Stars), the first ever Pro Relay Challenge is held on race day; 17 Team USA Olympic hopefuls choose to run in Dallas, signifying the largest gathering of American Elite runners at any race in the U.S.
 - 2016 – BMW joins as title partner



Schedule of Events

Friday, December 7

Health and Fitness Expo

11:00 a.m. – 7:00 p.m.

Location: Kay Bailey Hutchison Dallas Convention Center – Hall C

Saturday, December 8

10K, 5K 2-Mile Walk & Kids Races

10K – 8:30 a.m.

5K – 8:45 a.m.

2-Mile Walk – 9:00 a.m.

Kids Races – 10:00 a.m.

Health and Fitness Expo

9:00 a.m. – 6:00 p.m.

Location: Kay Bailey Hutchison Dallas Convention Center – Hall C

Sunday, December 19

BMW Dallas Marathon, Half Marathon, Ultra Marathon and SMU Cox School of Business Relay

7:00 a.m. – Corrals Open

8:15 a.m. – Start Ceremonies Begin

8:30 a.m. – Full Marathon, Half Marathon, Ultra Marathon and SMU Cox School of Business Relay Start

Race Completion

3:30 p.m. – Finish Line Closes

4:00 p.m. – Bag Check Closes



Fast Facts

The 48th running of the BMW Dallas Marathon, Half Marathon Ultra Marathon and SMU Cox School of Business Relay will be held on Sunday, December 9, 2018. The race day schedule is as follows:

| | |
|-------------------|--------------------------------|
| 7:00 a.m. | Corrals Open |
| 7:15 a.m. | First Relay Bus Departs |
| 8:15 a.m. | Start Ceremonies Begin |
| 8:25 a.m. | Corral A Closes |
| 8:30 a.m. | Corral A Start |
| 8:40 a.m. | Corral B Start |
| 8:50 a.m. | Corral C Start |
| 9:00 a.m. | Corral D Start |
| 10:00 a.m. | Post-Race Party Begins |
| 3:30 p.m. | Finish Line Closes |

- The BMW Dallas Marathon is Texas' longest-running marathon, dating back to 1971.
- The 2018 race course highlights Dallas' most fun and memorable entertainment destinations, stately neighborhoods and the scenic beauty of White Rock Lake.
- Each year, the marathon attracts hundreds of thousands of spectators, making race day Dallas' largest single-day sporting event.
- The BMW Dallas Marathon is the largest marathon in the City of Dallas and among the largest distance races in the state.
- Five professional runners sponsored by HOKA ONE ONE will compete in the fourth annual Pro Relay Challenge, which pairs an elite runner with each of Dallas' five professional sports teams (Mavericks, Rangers, FC Dallas, Cowboys, Stars) and Andrews Distributing in a friendly marathon relay competition to raise money for charity.
- Entertainment along the 26.2-mile course includes live music from local bands and performing groups, spectator viewing parties and dedicated cheering sections provided by BMW, Dallas Mavericks, Texas Rangers, FC Dallas, Dallas Cowboys and the Dallas Stars.
- Media coverage of the race is offered during a live television broadcast on WFAA-TV (Channel 8) from 8 – 9 a.m. CST. The race is also streamed live at



WFAA.com.

- The BMW Dallas Marathon, formerly the Dallas White Rock Marathon, began in 1971 when Tal Morrison, an avid runner and the official founding father of the race, placed a \$25 ad in *Runner's World* magazine beckoning runners to visit Dallas. The first race in 1971 had 82 participants. Only 61 finished.
- The 2018 BMW Dallas Marathon Weekend will feature tens of thousands of participants from 46 states (plus the District of Columbia) and 19 countries.
- In 1997, after years of charitable giving, the Dallas Marathon board of directors announced that Texas Scottish Rite Hospital for Children (TSRHC) would be the marathon's primary beneficiary. To date, more than \$3.8 million has been donated to TSRHC on behalf of the marathon.

By The Numbers

It takes tons of moving parts, a dedicated race staff and board of directors, the cooperation of countless partner organizations and the tireless efforts of thousands of volunteers to make race weekend a success for the BMW Dallas Marathon. A few fun facts you might not know:

- Approximately 10,875 gallons of water and 7,800 gallons of Gatorade are given out during race day
- 20,000 pieces of fruit are on hand at the finish line
- 625 gallons of beer is consumed at the finish line and post-race party
- 112 bags of clothing discarded along the course will be collected and donated to local charities
- Average race temperature on race morning is around 40 degrees Fahrenheit at the start and 50 degrees Fahrenheit by 2 p.m.
- The first race in 1971 had 82 participants; only 61 participants finished
- The race was run twice (March and December) in 1976



Weather

The BMW Dallas Marathon offers an ideal setting for serious runners looking to set personal records. Historically, the climate in Dallas on race day in early December features mild temperatures:

Average temperature at race start (8 a.m.)
40 degrees Fahrenheit / 2 degrees Celsius

Average temperature at race end (2 p.m.)
50 degrees Fahrenheit / 10 degrees Celsius

Dallas Marathon officials, along with city officials make final decisions regarding the cancellation or alteration of the race due to weather. The BMW Dallas Marathon has adopted the WBGT (wet-bulb globe temperature) index as its standard to account for high heat and humidity, as measured in accordance with the American College of Sports Medicine recommendations. Rain is not cause for a delay or cancellation of the race.

Race Records

The following records have been compiled for all editions of the BMW Dallas Marathon, on its varying courses from 1971 – 2017. Thus, these are “race records” and should not be referred to as “course records.”

BMW Dallas Marathon

2:12:04 Moses Kororia, 2006 (men)
2:29:55 Svetlana Ponomarenko, 2006 (women)

BMW Dallas Half Marathon

1:02:59 Valenite Orare, 2006 (men)
1:11:32 Nuta Olaru, 2008 (women)



Primary Beneficiary

Texas Scottish Rite Hospital for Children (TSRHC) is a national leader in the treatment of pediatric orthopedic conditions. The hospital strives to improve the lives of children through innovative research and training programs.

TSRHC treats children with orthopedic conditions, such as scoliosis, clubfoot, hand disorders, hip disorders and limb length differences, as well as certain related neurological disorders and learning disorders, such as dyslexia.

The Dallas Marathon board of directors named Texas Scottish Rite Hospital for Children its primary beneficiary in 1997, and has since donated nearly \$4 million to support the hospital.

For more information, to volunteer or to make a donation, please call (214) 559-5000 or (800) 421-1121 or visit scottishritehospital.org.





Junior Race Director

Each year, a Texas Scottish Rite Hospital for Children (TSRHC) patient serves as the Junior Race Director of the BMW Dallas Marathon. The Junior Race Director helps participants learn more about the hospital and allows runners and sponsors to see, firsthand, patients who benefit from the support of the marathon. The Junior Race Director officially counts down the start of the race and helps spread the word about the great work TSRHC is doing in the community.



12-year-old **Sam Strain** of Dallas, Texas, first came to TSRHC three years ago for his Perthes hip disorder, a rare pediatric condition of the hip bone. Sam is a student at JL Long Middle School and loves play percussion in his school band. Sam is not one to back down from a challenge, and spends his free time solving his Rubik's cube, competing in wheelchair motocross or playing sled hockey. Sam loves what he does and always has a positive attitude!

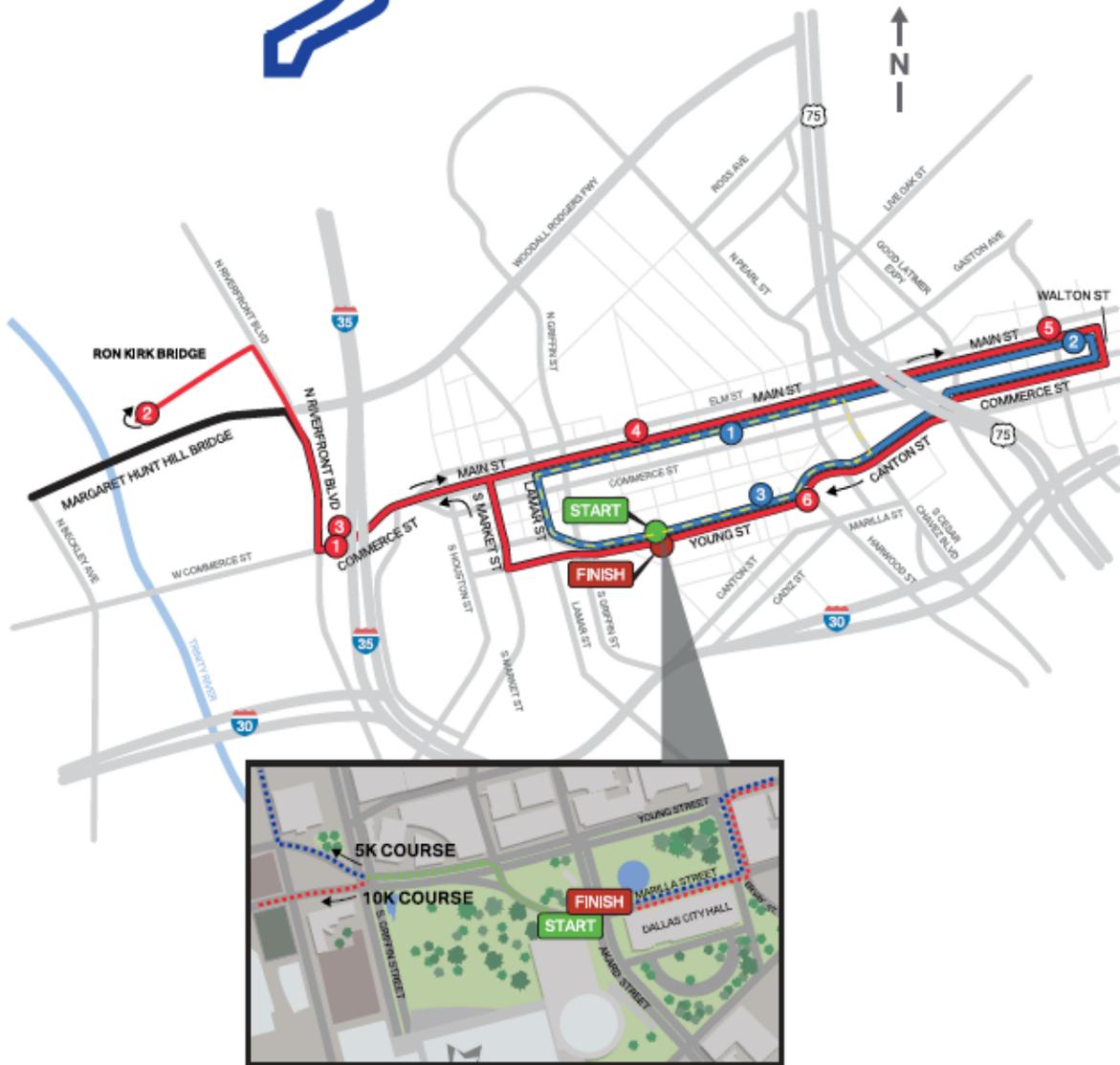
At TSRHC's Center for Excellence in Hip, the Director of Research, Harry Kim M.D., M.S., F.R.C.S.C., helps treat Sam's complex condition with leading techniques and cutting-edge equipment. Sam's favorite part of the hospital is the Child Life center, where he can make crafts, create artwork and play games. The hospital's child life specialists and artist-in-residence coordinate art projects to allow patients to express themselves and take their minds off of surgery or other painful procedures.

SATURDAY, DECEMBER 8TH, 2018



MAP KEY

- 2 MILE WALK
- 5K COURSE
- 10K COURSE

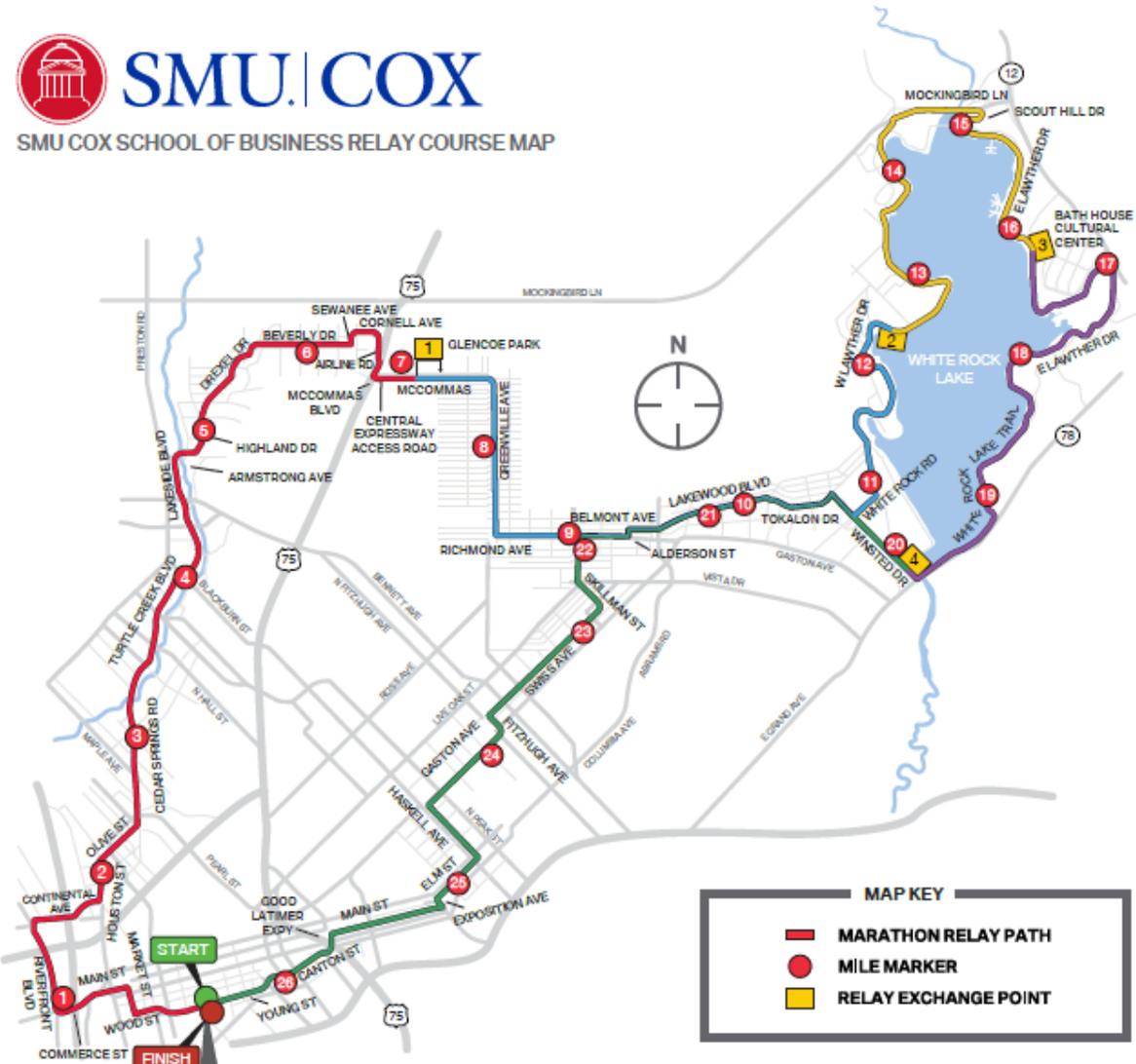


*THE BMW DALLAS MARATHON RESERVES THE RIGHT TO CHANGE THE COURSE AS NEEDED PRIOR TO EVENT DATE

SUNDAY, DECEMBER 9TH, 2018



SMU COX SCHOOL OF BUSINESS RELAY COURSE MAP

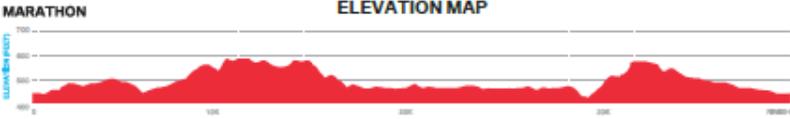


MAP KEY

- MARATHON RELAY PATH
- MILE MARKER
- RELAY EXCHANGE POINT

5-PERSON MARATHON RELAY LEG DISTANCES

| RUNNER | STARTS AT | APPROX. RELAY LEG DISTANCE | TOTAL MILES |
|--------|------------|----------------------------|-------------|
| FIRST | MILE 0 | 7 MILES | 7 |
| SECOND | MILE 7 | 5.25 MILES | 12.25 |
| THIRD | MILE 12.25 | 4 MILES | 16.25 |
| FOURTH | MILE 16.25 | 3.75 MILES | 20 |
| FIFTH | MILE 20 | 6.2 MILES | 26.2 |



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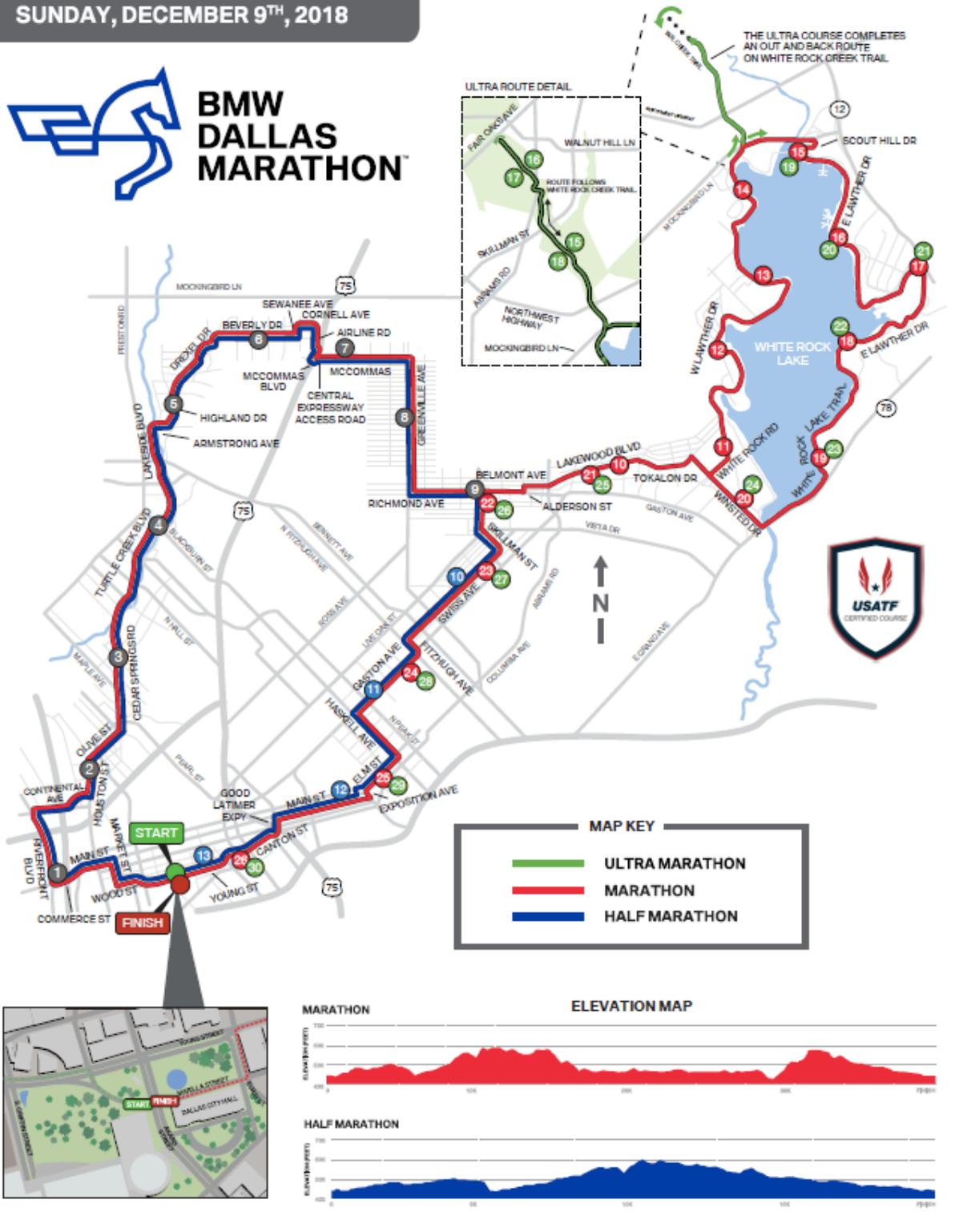
BMW DALLAS MARATHON



SUNDAY, DECEMBER 9TH, 2018



BMW DALLAS MARATHON



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