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**Akron Marathon Adds an Estimated \$5.2 Million to Akron Economy;  
Significantly Increases Recycling Impact**

**Akron, Ohio (December 21, 2011)** – The 2011 Akron Marathon, presented by Time Warner Cable, added an estimated \$5.2 million to Akron’s economy, creating the equivalent of 45.75 new jobs. This is an increase of \$1.2 million from what was generated as a result of the 2010 race, according to *The 2011 Akron Marathon: An Economic Impact Analysis* conducted by The University of Akron’s Department of Economics.

In addition, the marathon recycled 3.11 tons of materials following the 2011 race. This is six times greater than the amount of materials following the 2010 event. This is a result of the efforts of The City of Akron employees and volunteers, The University of Akron’s Green Team (Environmental Akron), the Akron Aeros Staff and ABM Janitorial Services.

The Akron Marathon offers the Akron community a health-focused, fun-filled event that draws thousands of participants and spectators. The 10th annual event will be held in 2012.

“The Akron Marathon is a respected world-class event that draws an increased number of participants each year,” said Dr. Shawn M. Rohlin, project leader of the study and assistant professor at The University of Akron’s Department of Economics. “This has an incredibly positive impact on the local economy.”

The 2011 marathon attracted 13,046 race participants, of which 8,218 were local and 4,828 were non-local. Participants generated an economic impact through interaction with local industries including hotels, restaurants, department/clothing stores and drinking establishments.

“Through the Akron Marathon events, we continue to achieve our mission of galvanizing the community through the promotion of health and fitness and stimulating the local economy,” said Anne Bitong, executive director of the Akron Marathon.

The Akron Marathon includes four events: the full marathon, the half marathon, the five person relay teams and the kids’ fun run. Through these events, the Akron Marathon has grown by nearly 10,000 participants since its inaugural event in 2003.

The 2012 Akron Marathon will take place Saturday, September 29, 2012. Registration will open on January 10, 2012 at [www.akronmarathon.org](http://www.akronmarathon.org).

**About the Akron Marathon**

The Akron Marathon, presented by Time Warner Cable, is organized by the Akron Marathon Charitable Corporation, a nonprofit group that is dedicated to promoting health and fitness. Additional information on the Akron Marathon, half marathon and team relay is available at [www.akronmarathon.org](http://www.akronmarathon.org) or by calling (330) 434-2RUN (2786).

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NOTE TO EDITORS: For complete study results and to arrange interviews, please call or email the media contacts.

**Media Contacts:**

Katie Greenwald  
Hitchcock Fleming & Associates (*hfa*)  
888-376-7601  
[kgreenwald@teamhfa.com](mailto:kgreenwald@teamhfa.com)

Anne Bitong  
Executive Director  
Akron Marathon  
330-434-2786  
[abitong@akronmarathon.org](mailto:abitong@akronmarathon.org)