

# Running Events as Triggers of Ecotourism

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# Running Events



# Yerevan Half Marathon

## Details



[www.armeniamarathon.org](http://www.armeniamarathon.org)



# YHM is a non-commercial event, supported by sponsors

- Yerevan Half Marathon is a **non-commercial event**, which does not pursue profit.
- We help charity causes and support charity funds and runners in fundraising efforts
- Our costs are covered by sponsors to larger extent, and runner fees to small extent
- For sponsors our event provides multiple opportunities to be featured to advertise your product or company
- Some of the possibilities we provide are exclusive to our event, and no analogues are found in Armenia
- YHM is organized by Yerevan Half Marathon team, Repat Armenia foundation, Yerevan city administration, TriClub



# Key facts about Yerevan Half Marathon

- In 2015 and 2016 hosted 1500 and 1800 runners and more than 1000 spectators.
- In 2016 more than 500 participants from abroad representing 38 countries
- FB page has more than 11 000 followers
- Supported by **Yerevan City administration**
- Uses MyLaps professional timing equipment
- Professional international organizing team
- **Member of** Association of International Marathons and Distance Races (**AIMS**)
- **ONLY POSITIVE REVIEWS FROM 2015 and 2016 PARTICIPANTS**



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# YHM 2017

- **Date:** October 15, 2017
- **Planned number of participants:** 2500
- **Participants from Armenia:** 1800
- **Distances:** 21km, 10km, 5km, 1km kids race
- **Start / Finish area:** central Yerevan: Republic square / Shahumyan square
- **Route:** Yerevan center and Hrazdan river gorge
- **Organizers:** Yerevan Half Marathon team, Repat Armenia foundation, Yerevan city administration, TriClub
- **Official recognition:** Member of AIMS (Association of International Marathons and Distance Races), included in international race calendars, Half Marathon distance officially certified by AIMS



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# Data for 2016 and 2015

	2015	2016
Registered participants	1500	1800
Countries represented	34	38
% of participants from Armenia	60%	70%
Impressions via all marketing channels	More than 1 mln	More than 4 mln

# Other running events

- Our team organizes regular running events in Armenia
- **Yerevan Spring Run** - May 1, 2016; April 29, 2017 Charity run to support kids with cerebral palsy with specialized rehabilitation equipment
- **Gobble-Hobble (Thanksgiving) Run** – November 25, 2016; November 21, 2015. Charity fun run to support Hrazdan river gorge cleaning activities
- **Santa Run – December 18, 2016, December 20, 2015** — Charity fun run to support Syrian Armenian children





# Key facts about Yerevan Spring Run

- In 2015 and 2016 hosted 300 and 350 runners and more than 500 spectators.
- In 2016 we had more than 50 participants from abroad representing 10 countries
- YSR FB page has more than 1000 followers
- Armenian Mothers NGO is presented on FB with 35 000 followers
- Supported by **Yerevan City administration**
- Uses MyLaps professional timing equipment
- Professional international organizing team
- **ONLY POSITIVE REVIEWS FROM 2015 and 2016 PARTICIPANTS**





Train Run is new for Armenia, 100 participants are expected, 13,5 K train running distance.



Trainings



# Running Clubs

- We started creating running preparation groups to prepare for major runs.
- Currently there are three running clubs.
- Participation/Membership of the running club is free of charge
- Running Clubs are maintained and managed with the help of TriClub Yerevan



# Running Club Training

- Trainings are held in English Park, Children's Park, Tumanyan Park, Tumo Park.
- There is a Special Strength training every Tuesday at Cascade Yerevan
- The groups are being first recruited by YHM marathon team, but get newer members upon self-recruitment of the team members.



# Social and Ecological Impact



# Yerevan Half Marathon supports charity

- In 2016 YHM officially supported four charity projects
  - Hye Tech Kids (One Armenia)
  - “Dream House” rehabilitation center for kids with cerebral palsy (“Armenian mothers” NGO)
  - Agricultural support for disadvantaged families in Berd region
  - Support to poor families and children (Orran NGO)
- In 2016 total contribution by Yerevan Half Marathon and runners to charity programs has exceeded 5000 USD



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# Inecobank Spring Run And Trail Run charity

- The purpose of the Inecobank Yerevan Spring Run is to raise 3 mln drams to purchase special orthopedic shoes for 100 children with cerebral palsy from families with financial difficulties.
- We will direct part of the Trail Run registration fee proceeds to improve the learning conditions and infrastructure in the school of village Rind, and help school kids to have more satisfying learning environment.



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# Hrazdan Gorge Cleanup

- We organize multiple cleanups of Hrazdan Gorge:
- Before the runs
- After the runs

The cleanup participants are runners and volunteers who want to preserve the natural beauty of the place.

