



MEDIA RELEASE  
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## ATLAS MULTISPORTS ANNOUNCES ACQUISITION OF THE BRISBANE MARATHON FESTIVAL

One of Australia's oldest running events, the Brisbane Marathon Festival, has been acquired by major events manager Atlas Multisports.

Celebrating 27 years in 2018, the Brisbane Marathon is an iconic event on the endurance calendar, attracting up to 5000 participants from more than 35 countries.

Atlas Multisports managing director Jason Crowther says it is an honour to take the reins of an event that was inspired by marathoner Robert de Castello's gold medal win at the 1982 Commonwealth Games in Brisbane.

"We are thrilled to announce the acquisition of this event at a time when endurance events, fitness tourism and the simplicity of running is as popular as ever in Queensland," Mr Crowther says.

"The Brisbane Marathon Festival is known for its stunning course and enjoyable atmosphere. As Australia's third major capital city running event we are looking forward to building on its reputation for quality and we'll continue to deliver a must-do event that has broad appeal."

The 2018 event will be held on Sunday August 5 with five distances available including the 1km mini marathon, 5km, 10km, 21.1km half marathon and 42.2km marathon.

Courses will remain unchanged, with runners in the blue ribbon marathon event to cross some of the city's landmark bridges including the Story Bridge while taking in major Brisbane attractions like the Kangaroo Point Cliffs, Southbank and the Botanic Gardens.

As a world class AIMS certified event, the marathon attracts runners of all calibre, and is a qualifier for international races including the Boston Marathon.

The acquisition adds a second major running event to Atlas Multisports' portfolio of sporting festivals.

Atlas Multisports has managed the 7 Sunshine Coast Marathon & Community Running Festival since its inception in 2012, raising more than \$1.3 million for major beneficiaries Ronald McDonald House Charities and Westpac Foundation and dozens of local community groups.



Mr Crowther says despite an increasingly busy sporting calendar, Australian road running events remained popular, with the 7 Sunshine Coast Marathon attracting a record number of participants in 2017.

Fitness Tourism injected \$100 million into the Queensland economy last year, with 60,000 visitors participating in endurance events according to research commissioned by Tourism and Events Queensland.

Intraining Running Centre owner Steve Manning, who founded the Brisbane Marathon in 1992, will remain actively involved in the event.

“After 27 years I am proud to have seen what the Brisbane Marathon has become, inspiring thousands of runners to set and achieve their goals,” he says.

“What started out as a grass roots event through the streets of a much smaller Brisbane has become a major drawcard for national and international runners. We’ve contributed significantly to the city’s exposure and we’re proud to have helped promote health and fitness through the joys of running.”

Entries for the Brisbane Marathon Festival will open in February.

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For more information about Atlas Multisports visit [www.atlasmultisports.com.au](http://www.atlasmultisports.com.au) or the Brisbane Marathon Festival visit [www.brisbanemarathon.com](http://www.brisbanemarathon.com)