



**Event Details:** Road Running Event

**Name:** Friendly City Marathon

**Date:** SATURDAY, 07 September 2019

**Venue:** Fountain Vineyard Church, Newcombe Avenue, Miramar

**Times:**

42.2km	06h00 – 11h30
21.1km	06h15 – 09h45
10km	06h30 – 08h10



## Route Map

**Please do not litter on the route - Water tables have bins**





## Communication and Marketing

Die Burger - Friendly City Marathon, sponsored by Rafi's and Builders Warehouse, is a premier running event in the Eastern Cape.

This established event is now in its 25<sup>th</sup> year and is professionally organized by the Achilles Amateur Athletics Association.

Retina SA – A cure in sight for Blindness, will be the beneficiary of the event again this year.

Organisers are expecting approximately 1200 entrants this year.

### Communication and Marketing :

- EPA Race Calendar & EPA Mail to Clubs
- Above the line: Radio & Print
- Below the line: Posters, entry forms
- Web / Electronic Media
- Social Media
- Venue Advertising :
  - Fountain Vineyard Church,
  - Rafi's,
  - Builders Warehouse

