

UNDER THE AEGIS



Hellenic National Commission for Unesco



9th International
ALEXANDER
the Great **MARATHON**

& 5km & 10km Road Races &
1000m Road Race for Primary School students & Social Offer

APRIL 6th 2014
PELLA - THESSALONIKI



ROUTE OF SPORTS ROUTE OF CULTURE

www.atgm.gr
www.alexanderthegreatmarathon.org

ORGANIZATION:
MEAS TRITON of THESSALONIKI



THE MARATHON OF HISTORY

Marathon. Born in Marathon of our Greece in 490 B.C. by the heroic effort of the soldier Phedippides who ran this distance to announce to the Athenians the victory of the Greeks, falling dead due to the overexertion. Today in every corner of the world thousands of marathons are being conducted, making thus this sport the one with the most participants in the world and the word marathon, the only common one among all spoken dialects worldwide.

The International Marathon "ALEXANDER THE GREAT", refers to the route Pella-Thessaloniki. Pella is the ancient capital of Macedonia and the birthplace of the great Commander, whereas Thessaloniki is the modern Hellenic metropolis of Macedonia. This International Marathon which symbolizes one of the most recognizable personalities of humanity, Alexander the Great, is not just a major and International sporting event. It is a path in history, a path in ancient Greek culture, a Path full of Greece.

The first International Marathon "ALEXANDER THE GREAT" was held on the 16th of April in 2006, and was the result of a vision of a great amount of people who represent athletic and cultural institutions all over Greece. MEAS TRITON of Thessaloniki, licensed by the International Association of Athletics Federations (IAAF) and under the auspices of SEGAS, HOC, the Hellenic National Commission for UNESCO, and with the cooperation of 52 bodies, institutional supporters, organizes the top sports event for Northern Greece. This event is of social, cultural, environmental, tourist and above all historical significance and it is the perfect representative of our city, of our Macedonia and our country, throughout the world ...

The International Marathon is member of the International Marathons Association (AIMS) and it is included in the official and annual calendar. As a consequence, no other marathon in the world is allowed to use the name of Alexander the Great.

RUNNERS ENTRIES PER YEAR





OUR VISION

- Through the International marathon “ALEXANDER THE GREAT” and all its parallel events, our goal is to highlight globally a historic route, and the importance of Thessaloniki and Macedonia as a centre of history, culture and sports.
- In addition, we want to offer the citizens, through all the road races of the organization, the opportunity to run for the performance and the joy of participation, aiming to the promotion of a healthy model of life as well as the enhancement of the quality of their life.
- Therefore, it is our commitment to provide excellent services to all the runners, to our volunteers, sponsors and all those people that collaborate with us for the success of this event.

STRATEGIC OBJECTIVES 2012-2016

Our goals for the International Marathon “ALEXANDER THE GREAT” are:

- To gain prestige abroad, similar to that of the major Marathons of the world.
- We want Greeks to consider it as a “National and Tourist product”, that can be used to display and promote our Country and contribute to the financial development of Central Macedonia.
- To be settled in the global market as “The Marathon of History”.
- To increase its entries by 20% per year. The 8th International Marathon “ALEXANDER THE GREAT” (21.04.2013) increased in participants by 96%!
- To increase the interest of Greeks concerning Health Races and a healthy lifestyle.
- To establish itself as the event with the greatest social and economic impact in Northern Greece and one of the top annual events in the country, with multiple importance.

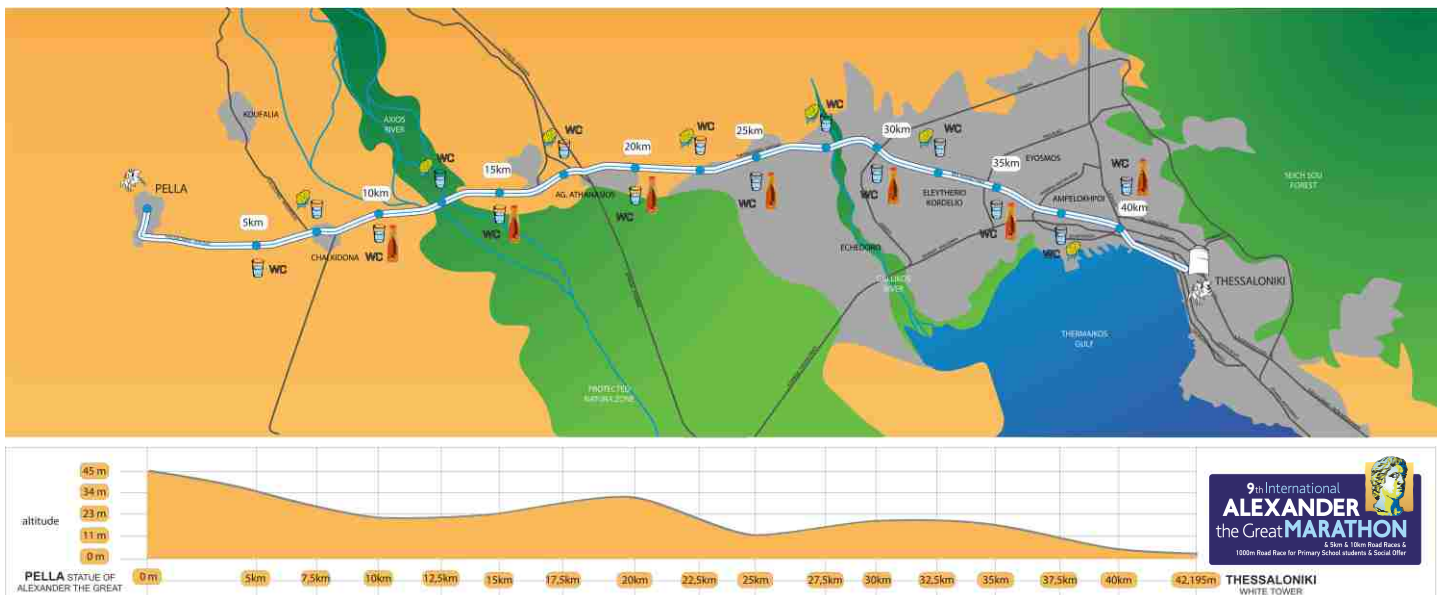


IDENTITY OF THE EVENT

MARATHON

The race starts from Pella, the birthplace of Alexander the Great, and capital of Ancient Macedonia. In specific, the race starts at the statue of Alexander the Great. The finish of the race is at the waterfront of Thessaloniki, at the White Tower, near the statue of Alexander the Great on horseback. The route of the Marathon “ALEXANDER THE GREAT” is of low difficulty. Its main characteristics are the low altitude fluctuations, the continuous east direction and the long straight road.

1.400 Marathon runners ran the 8th International Marathon “ALEXANDER THE GREAT” (21.04.2013)





IDENTITY OF THE EVENT

■ 10.000m ROAD RACE

The start of the 10.000m Road Race is at the Municipal Stadium of Ampelokipi - Menemeni and its finish is the same as Marathon's. **2.300 runners ran the 8th International Marathon "ALEXANDER THE GREAT" (21.04.2013)**

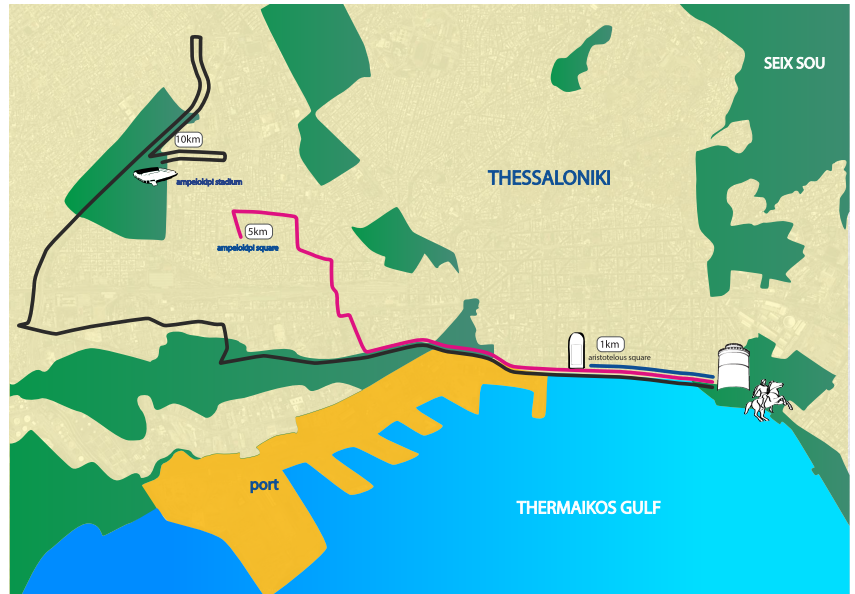
■ 5.000m ROAD RACE

The 5.000m Road Race runs the last 5km of the route of the Marathon run. It starts from Eptalofou Square - Ampelokipi and its finish is the same as that of the Marathon and the 10.000m race. **4.200 runners ran the 8th International Marathon "ALEXANDER THE GREAT" (21.04.2013)**

■ 1000m ROAD RACE of PRIMARY SCHOOL STUDENTS

It is a tribute to the protection of the environment, conveying the message through the young athletes that "the race for the environment is Marathon". The 1.000m Road Race for primary school students starts at Thessaloniki's coastal road at Aristotelous Square and finishes at the White Tower at Thessaloniki's waterfront, as all the other races do.

The number of the children that will participate in the road race will be the exact number of the trees that will be planted. 1.700 children took part in the race and the tree plantation last year.



■ 1000m ROAD RACE of SOCIAL OFFER

Runners of any age and competence start at Aristotelous Square, run at the old coastal road of Thessaloniki and finish at the White Tower. **They offer through their participation to ELEPAP (Hellenic Society for Disabled Children) , DESMOS and the Association of Down Syndrome of Greece and they support A21 Campaign and SOS Children's Village of Plagiari.**



A 4-DAY DIVERSE EXPERIENCE

According to the major international marathons, the 9th International Marathon “ALEXANDER THE GREAT”, is going to be a 4-day experience for all the participants. The basis is sports and the participation of people in one of the five running races. Furthermore, this marathon will provide opportunities for tourism, participation in environmental actions as well as cultural events. This 4-day experience will also provide the sponsors with important opportunities for commercial development.

LIGHTNING CEREMONY OF THE MARATHON FLAME

The official lightning ceremony of the Marathon flame will take place on Saturday morning, the previous day of the Marathon at the archaeological site of Pella, in cooperation with the Municipality of Marathon, the Marathon Run Museum, SEGAS and the O.C. of the Athens Classic Marathon.

Afterwards, the torch relay of the marathon flame runs the marathon course. The route of the flame passes through the start of the marathon, the statue of Alexander the Great in Pella, Chalcedona, the Museum of Balkan Wars (Topsin Bridge), Agios Athanasios and Nea Mesembria, the Municipal Stadium of Ampelokipi (runner's statue-start 10,000m.), Eptalofou Square (start 5000m.) and ends up at the White Tower of Thessaloniki, on Saturday

afternoon, the day before the big marathon, keeping warm the hearts of athletes and spectators, until the last runner finishes.

The flame returns back on Sunday night, after the programme of the event is over.

MARATHON EXPO

After the success of last year the “Marathon Expo” will operate again for three days at the White Tower Square. 50 companies and institutions related to sports, nutrition, leisure activities and tourism are expected to take part. All the participants in the races (ca. 15.000), the staff and the volunteers (ca. 1000) as well as the spectators who will enjoy the racing programme and the esplanade of Thessaloniki, will visit the expo booths during its 3-day operation.





SOCIAL RESPONSIBILITY

In the framework of the organization which is under the aegis of the Hellenic National Commission for Unesco, there are parallel cultural events, events of social responsibility and environmental offer that complete the sports programme.

The sponsor is given the opportunity to take part actively in all the events & enrich his own programme of social responsibility and offer.

The organization supports and is supported by the Greek Company of Protection and Rehabilitation of Disabled Children "ELEPAP" and highlights its admirable work, aiming to reinforce the institution of the "ADOPTION DONATION" which supports children with disabilities from economically weak families, covering the annual cost of their program of therapy.

In cooperation with the non-profit corporation "DESMOS" there are actions organized such as the "MARATHON GOODS COLLECTION" (baby diapers, baby cream and milk powder), which will be offered to institutions of Thessaloniki.

The organization supports and is supported by the Children's Villages SOS, helping financially the social project of the SOS Children's Village of Plagiari in Thessaloniki. The organization presents the work of the A21 Campaign concerning the victims of trafficking. Last but not least, the International Marathon "ALEXANDER THE GREAT" supports financially the Down Syndrome Association of Greece so as to create the House of Supported Living and the Day Care Centre, LAMPSI (Parents Association of Children with neoplastic diseases), the Girls Orphanage "Melissa", the Panhellenic Association of Paraplegics (PASPA, Macedonia - Thrace branch) and the Institution "Children's Asylum".





ENVIRONMENTAL ACTIONS

Respect towards the environment and its protection is one of the basic priorities of the O.C. of the International Marathon "ALEXANDER THE GREAT".

The environment sector of the International Marathon "Alexander the Great" distributes saplings to the young runners who participate in the 1,000m race of Primary Schools Students, with instructions for planting and maintenance. In this way, the citizens of tomorrow take the message of environmental love and sensibility which they convey printed on their T-Shirts: "THE RACE FOR THE ENVIRONMENT IS MARATHON".

The environment sector in cooperation with sponsors and institutional supporters carry out recycling actions, cleaning of roads and areas, which is very important for the racing part of the event, the aesthetic image of the areas and the health safety of the society in general.

During last year's event all materials used for the purposes of the organization were wholly recycled (60,000 plastic bottles and cups and other).



CULTURAL EVENTS

In cooperation with institutions of Northern Greece there is a series of cultural events.

Examples of some of the events of the 8th International Marathon "ALEXANDER THE GREAT":

- Photo exhibition of marathon run Balkan Races titled: " 1929 - 2013, History of Marathon Run Balkan Races. International Distinction of Balkan Marathon Runners.
- In collaboration with the Olympic Museum and the Marathon Run Museum there was an exhibition: "Marathon Run - Faces and Memorabilia".
- The Region of Central Macedonia organized a scientific conference on issues related to Health runners.
- City guided tour in Thessaloniki organized by the Mayor of Culture of the Municipality of Thessaloniki for the executives and the honored guests of the organization.
- The municipalities Ampelokipi, Pella and Chalcedona, carried out sports and cultural events of local character as part of the event.



RELATIVE BODIES - INSTITUTIONAL SUPPORTERS

**UNDER THE AEGIS: UNESCO - HELLENIC NATIONAL COMMISSION , HOC, IAAF, AIMS, SEGAS,
THESSALONIKI 2014: EUROPEAN YOUTH CAPITAL CITY**

INSITUTIONAL BODIES:

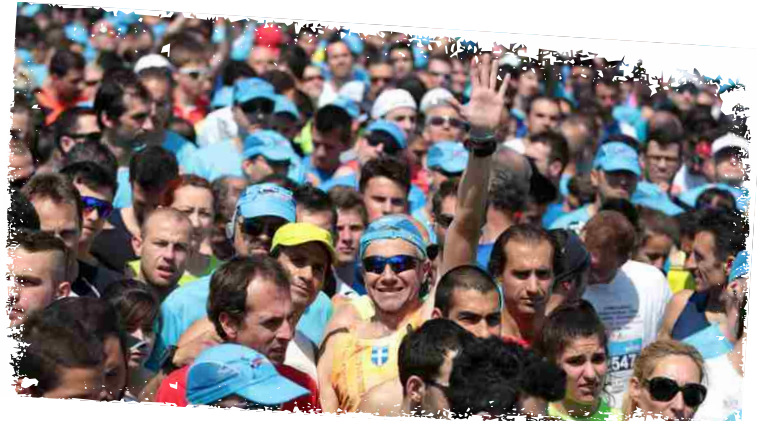
Holy Metropolis of Thessaloniki, Ministry of Macedonia-Thrace, Ministry of Education and Religious Affairs, Ministry of Culture and Sports, General Secretariat of Sports, Ministry of Tourism, EOT (Hellenic National Tourism Organization), Ministry of Health, Ministry of National Defense, Ministry of Foreign Affairs, Region of Central Macedonia, Municipality of Thessaloniki, Municipality of Ampelokipi-Menemeni, Municipality of Pella, Municipality of Chalcedona, Municipality of Delta, Municipality of Kordelio-Evosmos, Regional Education Directorate of Central Macedonia, Third Army Corps/NDC-GR, General Police Directorate of Thessaloniki, Directorate of the Traffic Police of Thessaloniki, Police directorate of Pella, Traffic Police of Pella, Regional Administration of Fire Services of Central Macedonia

WITH THE SUPPORT

E.A.S. S.E.G.A.S. of Thessaloniki, E.A.S. S.E.G.A.S. of Pella-Kilkis, National Kaftanzoglio Stadium, Olympic Museum, Gym of the Aristotle University of Thessaloniki, Union of Cultural Institutions of the Prefecture of Thessaloniki, National Centre for Emergency Assistance (EKAV), Greek Rescuers, Samaritan Body of Volunteers, Rescuers and Lifeguards of the Greek Red Cross, Special Operations Group of the Municipality of Thessaloniki, Agios Pavlos Rescue Team, Civil Protection Volunteers Body of Mikra, Volunteer Rescuers Group of Chalcedona, Greek Club Commando, Athos Security, Motorcyclist Association Prefecture of Thessaloniki, Mecedonia Amateur Radio Club, Radio Amateur Association of Northern Greece, Exemplary Radio-Amateur Club, Radio Club of Edessa, Radio Amateur Club of Pieria, Association of Greek Radio Amateurs, Organization of Urban Transportation of Thessaloniki, Thessaloniki's Integrated Transport Authority, KTEL of Thessaloniki (Organization of Bus Transportation of Thessaloniki)

COOPERATING INSTITUTIONS OF SOCIAL OFFER:

Hellenic Society for Disabled Children (ELEPAP), SOS Children's Village of Plagiari, DESMOS, Association of Down Syndrome of Greece, A21 Campaign, LAMPSI, Panhellenic Association of Paraplegics, Macedonia - Thrace branch (PASPA), Girls Orphanage "Melissa", Children's Asylum



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ORGANIZATION



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Municipal Stadium of Ampelokipi - Menemeni, Sports Department, 28th Oktovriou str. 157, P.O. 561 21, t. +302310 727 775, f. +302310 725 076