



**BMW DALLAS
MARATHON
FESTIVAL**

2023 BMW Dallas Marathon Festival

Media Guide

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About the BMW Dallas Marathon Festival

A fun and memorable race in a world-class city, benefitting a great cause. Since 1971, the BMW Dallas Marathon has experienced tremendous growth and today is Dallas' largest marathon and the city's largest single-day sporting event. Organized by the Dallas White Rock Marathon staff and board of directors, the race is Texas' longest-running marathon.

Sunday, Dec. 10, 2023, will be the 52nd running of the BMW Dallas Marathon. Participants will be welcomed by an entertaining course that features the city's most vibrant neighborhoods and spectator destinations, as well as the beautiful scenery of White Rock Lake.

Thousands of participants are expected to take part in the three event options as well as the Shell Energy Relays which offer both a 2-Person Half Marathon and 5-Person Marathon Relay option on race day. Hundreds of thousands of spectators join in the fanfare, lining the streets and neighborhoods of Dallas to cheer on participants.

The BMW Dallas Marathon Festival will raise funds for Scottish Rite for Children, the race's primary beneficiary since 1997. To date, the race has donated more than \$4 million for the hospital.

Marathon History

The BMW Dallas Marathon is the result of the efforts of a pioneering group of brave Dallas runners, who had the foresight to establish an annual 26.2-mile race almost 50 years ago. In 1971, Tal Morrison – the official founding father of the marathon who passed away in 2015 – placed a \$25 ad in *Runner's World* beckoning runners from around the country to come to Dallas.

On March 6, 1971, 82 runners from across Texas, and as far away as South Dakota, New York and California, took their marks for the race's first running, which circled Dallas' White Rock Lake. Sixty-one runners crossed the finish line that day in the aptly named, Dallas White Rock Marathon.

In the years that followed, the Dallas White Rock Marathon would gain a reputation as a memorable race "for runners, by runners." Participation grew tremendously, drawing hundreds and then thousands of runners from every corner of the nation. As aid stations, a pre-race expo, a post-race awards banquet and corporate sponsors were introduced, race weekend grew into a more entertaining event for participants and spectators.

Marathon relays and a half marathon course were added through the years, and as support increased, the marathon's board of directors decided it would donate a portion of race proceeds to charitable causes each year. With this initiative in mind, the marathon named Scottish Rite for Children its primary beneficiary in 1997, and to-date has donated more than \$4 million directly to the hospital.

A renewed partnership with the City of Dallas, along with a rebranding campaign, introduced the Dallas Marathon brand in 2012. The race's start and finish line were moved to the heart of downtown Dallas, which itself was undergoing a multi-billion dollar renaissance of development. The new event name and visual identity would help establish the race as The Official Marathon of the City of Dallas and cater to a growing field of local, national and international runners choosing to compete in Dallas.

Today, the BMW Dallas Marathon Festival is runDallas' annual marquee event that promotes health and physical fitness throughout the local community. Now in its 52nd running, the BMW Dallas Marathon Festival attracts thousands of

participants and spectators to Texas' longest-running marathon and Dallas' largest single-day sporting event. Race day delivers a fun and memorable experience for everyone involved from participants to volunteers to spectators.

Significant milestones in the event's history include:

- 1971 – The Dallas White Rock Marathon debuts at White Rock Lake with 82 runners
- 1976 – For the first time, the Dallas White Rock Marathon is moved from March to December. The race is run twice this year
- 1981 – Julie Brown sets a women's race record in 2:33:39; record stands until 2006
- 1982 – John Lodwick sets a men's race record in 2:12:18; record stands until 2006
- 1983 – A new start and finish are introduced, near Dallas City Hall
- 1995 – Relays are introduced for the first time to attract participants that did not want to run the full 26.2-mile course
- 1997 – The board of directors names Scottish Rite for Children the primary beneficiary of the Dallas White Rock Marathon
- 2001 – Rapid participant growth creates need for start and finish line at American Airlines Center in Victory Park
- 2003 – A half marathon course is added to the Dallas White Rock Marathon, and the Mayor's Race 5K is established as part of race weekend, encouraging Dallas ISD school children to participate in a fun run to promote good health and fitness in the local community
- 2006 – Moses Kororia sets the men's race record in 2:12:04; Svetlana Ponomarekno sets the women's race record in 2:29:55. Also, the Corporate Relay Challenge is added to race day events, encouraging local businesses to get involved in the marathon and promote health and fitness in the local business community
- 2010 – A new race course moves the start and finish lines to Fair Park to accommodate larger participant fields and better parking. For the first time, the High School Relay is introduced, matching 16 of the area's top high school runners on a relay team to challenge the elite marathoner field on race day
- 2012 – The Dallas White Rock Marathon organization rebrands as the Dallas Marathon, introducing a new logo and working with Dallas City Hall to return the race start and finish lines to downtown Dallas; Last Man Running Challenge is introduced
- 2013 – Dallas City Hall and Mayor Rawlings recognize the Dallas

Marathon as The Official Marathon of the City of Dallas. For the only time in race history, race weekend events are canceled due to unsafe weather conditions resulting from a major ice storm

- 2014 – Meb Keflezighi, Ryan Hall and Deena Kastor join Dallas Marathon participants at the finish line as elite ambassadors
- 2016 – BMW joins as title partner
- 2019 – The BMW Dallas Marathon Festival launched its parent organization, runDallas.
- 2020 – The 50th anniversary event is postponed to December of 2021 due to the COVID pandemic.
- 2021 – After two postponements due to the COVID-19 pandemic, the BMW Dallas Marathon celebrates its 50th Anniversary with one of the largest participation fields in its illustrious history.

Fast Facts

The 52nd running of the BMW Dallas Marathon, Half Marathon, Half Marathon Walk, 50K Ultra Marathon, and Shell Energy Relays will be held on Sunday, December 10, 2023. The race day schedule is as follows:

| | |
|------------|-----------------------------|
| 7:00 a.m. |Gear Check Opens |
| 7:30 a.m. |Corrals Open |
| 8:15 a.m. |Start Ceremonies Begin |
| 8:25 a.m. |Corral A Closes |
| 8:30 a.m. |Corral A Start |
| 8:40 a.m. |Corral B Start |
| 8:50 a.m. |Corral C Start |
| 9:00 a.m. |Corral D Start |
| 9:09 a.m. |Half Marathon Walk |
| 10:00 a.m. |Post-Race Party Begins |
| 3:30 p.m. |Finish Line Closes |

- The BMW Dallas Marathon is Texas’ longest-running marathon, dating back to 1971.
- The 2023 racecourse highlights Dallas’ most fun and memorable entertainment destinations, stately neighborhoods and the scenic beauty of White Rock Lake.
- Each year, the marathon attracts hundreds of thousands of spectators, making race day Dallas’ largest single-day sporting event.

- The BMW Dallas Marathon is the largest marathon in the City of Dallas and among the largest distance races in the state.
- Entertainment along the 26.2-mile course includes live music from local bands and performing groups, spectator viewing parties and dedicated cheering sections provided by Choctaw Casino & Resort, Woodbridge Home Solutions, Cumulus Media, Dallas Mavericks, Dallas Stars, FC Dallas, Arlington Renegades, Dallas Jackals.
- Live coverage of the race will be offered during a live stream on *cbsdfw.com*.
- The BMW Dallas Marathon, formerly the Dallas White Rock Marathon, began in 1971 when Tal Morrison, an avid runner and the official founding father of the race, placed a \$25 ad in *Runner's World* magazine beckoning runners to visit Dallas. The first race in 1971 had 82 participants. Only 61 finished.
- The 2023 BMW Dallas Marathon Weekend will feature of thousands of participants from all 50 states and 19 countries.
- In 1997, after years of charitable giving, the Dallas Marathon board of directors announced that Scottish Rite for Children would be the marathon's primary beneficiary. To date, more than \$4 million has been donated to the hospital on behalf of the marathon.

Schedule of Events

- ***Friday, December 8th***

Media Kickoff Event

9:00 a.m. – 10:00 a.m.

Location: Scottish Rite for Children (Dallas)

Health & Fitness Expo

11:00 a.m. – 6:00 p.m.

Location: Kay Bailey Hutchison Dallas Convention Center – Hall A

Friday Night Lights Mile

7:00 p.m - 9:00 p.m.

Dallas City Hall Plaza

- ***Saturday, December 9th***

10K, 5K, 5K Team Challenge, 5K Walk, 100M Dash, Oncor Kid's Race

10K – 8:30 a.m.

5K/5K Team – 8:45 a.m.

5K Walk – 8:50 a.m.

100M Dash (kids 5 & under) – 10:15 a.m.

Oncor Kid's Race – 11:00 a.m.

Health and Fitness Expo

9:00 a.m. – 6:00 p.m.

Location: Kay Bailey Hutchison Dallas Convention Center – Hall A

- ***Sunday, December 10th***

BMW Dallas Marathon, Half Marathon, Half Marathon Walk, 50K Ultra Marathon, Shell Energy Relays

7:00 a.m. – Corrals Open

8:15 a.m. – Start Ceremonies Begin

8:30 a.m. – Full Marathon, Half Marathon, Half Marathon Walk, Ultra Marathon and Relay Start (4 corral starts, each 10 minutes apart)

By The Numbers

It takes a ton of moving parts, a dedicated race staff and board of directors, the cooperation of countless partner organizations and the tireless efforts of thousands of volunteers to make race weekend a success for the BMW Dallas Marathon Festival.

A few fun facts you might not know:

- Approximately 10,875 gallons of water and 7,800 gallons of Gatorade are given out during race day
- 20,000 pieces of fruit are on hand at the finish line
- 625 gallons of beer is consumed at the finish line and post-race party
- 112 bags of clothing discarded along the start/finish line and course will be collected and donated to local charities
- Average race temperature on race morning is around 40 degrees Fahrenheit at the start and 50 degrees Fahrenheit by 2 p.m.
- The first race in 1971 had 82 participants; only 61 participants finished
- The race was run twice (March and December) in 1976
- 2023 marks the 20th anniversary of the BMW Dallas Half Marathon event
- The 2023 event weekend is completely sold out and will have its largest field in over a decade

Weather

The BMW Dallas Marathon Festival offers an ideal setting for serious runners looking to set personal records. Historically, the climate in Dallas on race day in early December features mild temperatures:

Average temperature at race start (8 a.m.)
40 degrees Fahrenheit / 2 degrees Celsius

Average temperature at race end (2 p.m.)
50 degrees Fahrenheit / 10 degrees Celsius

Dallas Marathon officials, along with city officials make final decisions regarding the cancellation or alteration of the race due to weather. The BMW Dallas Marathon Festival has adopted the WBGT (wet-bulb globe temperature) index as its standard to account for high heat and humidity, as measured in accordance with the American College of Sports Medicine recommendations. Rain is not a cause for a delay or cancellation of the race.

Race Records

The following records have been compiled for all editions of the BMW Dallas Marathon, on its varying courses from 1971 – 2019. Thus, these are “race records” and should not be referred to as “course records”.

BMW Dallas Marathon

2:12:04 Moses Kororia, 2006 (men)

2:29:55 Svetlana Ponomarenko, 2006 (women)

BMW Dallas Half Marathon

1:02:59 Valenite Orare, 2006 (men)

1:11:32 Nuta Olaru, 2008 (women)

Primary Beneficiary

Scottish Rite for Children is a national leader in the treatment of pediatric orthopedic conditions. The hospital strives to improve the lives of children through innovative research and training programs.

Scottish Rite treats children with orthopedic conditions, such as scoliosis, clubfoot, hand disorders, hip disorders and limb length differences, as well as certain related neurological disorders and learning disorders, such as dyslexia.

The BMW Dallas Marathon board of directors named Scottish Rite for Children its primary beneficiary in 1997, and has since donated more than \$4 million to support the hospital.

For more information, to volunteer or to make a donation, please call (214) 559-5000 or (800) 421-1121 or visit scottishritehospital.org.



Junior Race Directors

Each year, a Scottish Rite for Children patient serves as the Junior Race Director of the BMW Dallas Marathon Festival. The Junior Race Director helps participants learn more about the hospital and allows runners and sponsors to see firsthand, patients who benefit from the support of the marathon. The Junior Race Director officially counts down the start of the race and helps spread the word about the great work Scottish Rite is doing in the community.

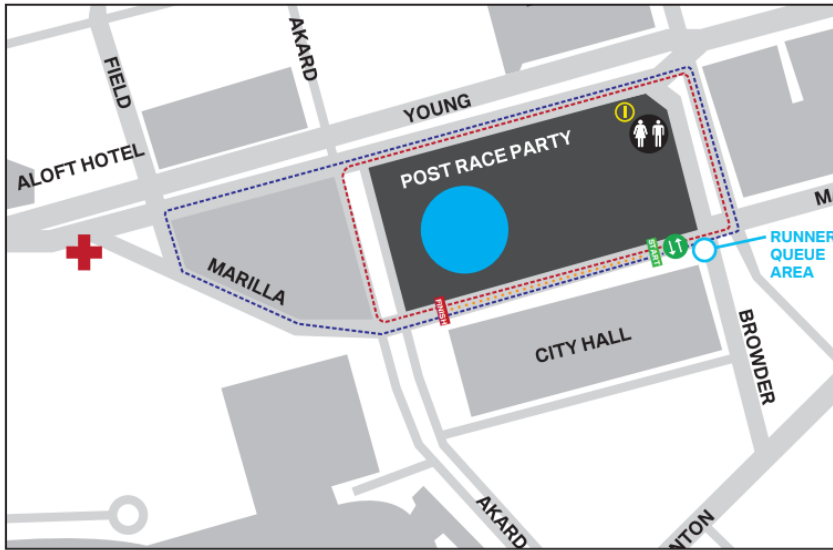
2023 Junior Race Directors

King Ibezim, 10

Vivi Sorrow, 10



FRIDAY, DECEMBER 8TH, 2023



LEGEND

- LAP 1
- LAP 2
- ⓘ INFORMATION TENT
- ⊕ MEDICAL
- 🚶 PEDESTRIAN BRIDGE

START TIME

7:00 PM WITH ROLLING HEATS

* RUNDALLS RESERVES THE RIGHT TO CHANGE THE COURSE AS NEEDED PRIOR TO EVENT DATE

SATURDAY, DECEMBER 9, 2023

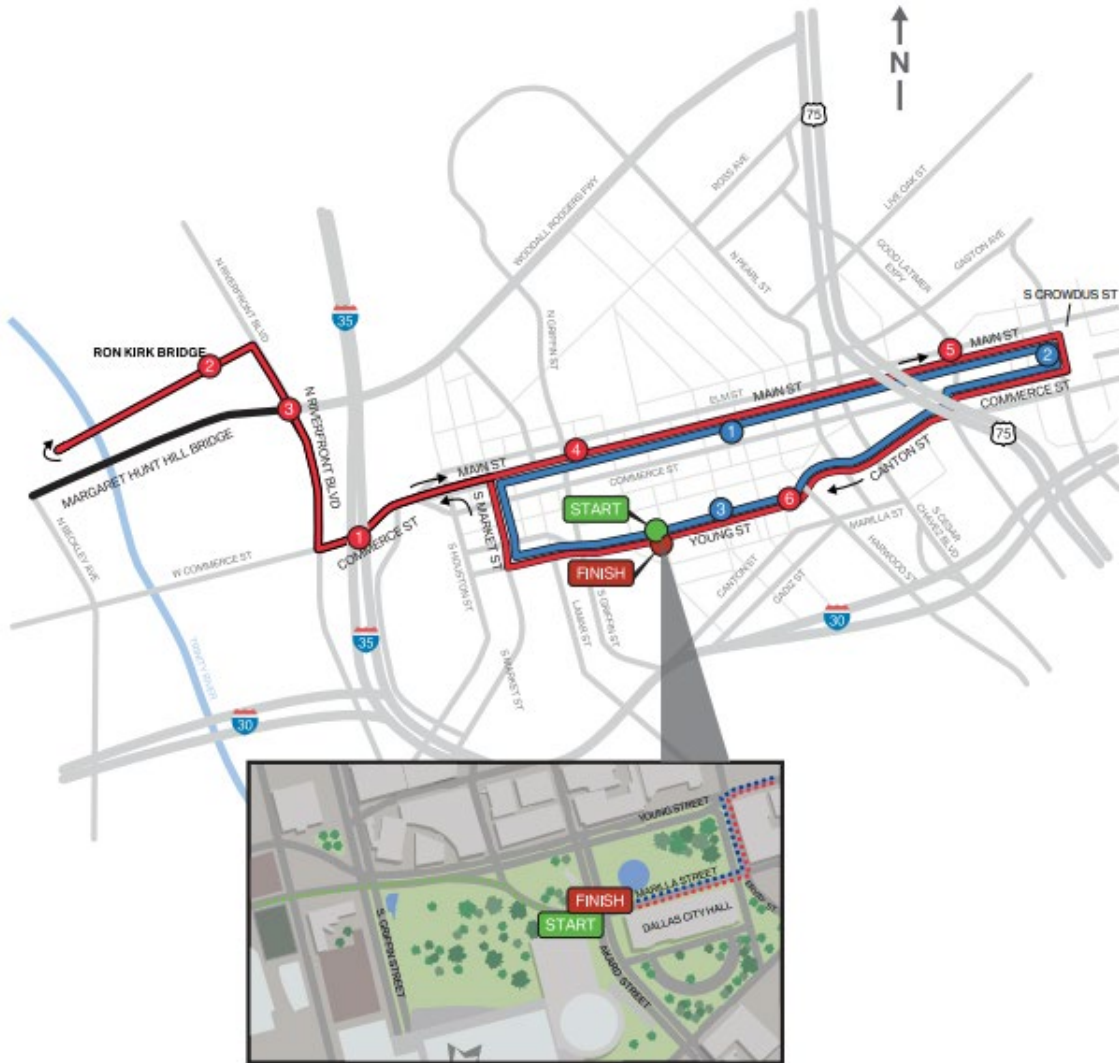
5K & 10K COURSE MAP



**BMW DALLAS
MARATHON
FESTIVAL**

MAP KEY

-  5K COURSE
-  10K COURSE

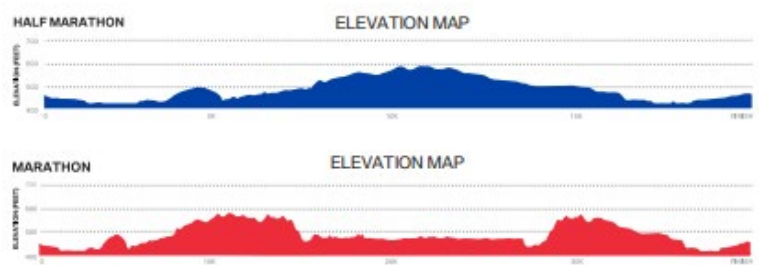
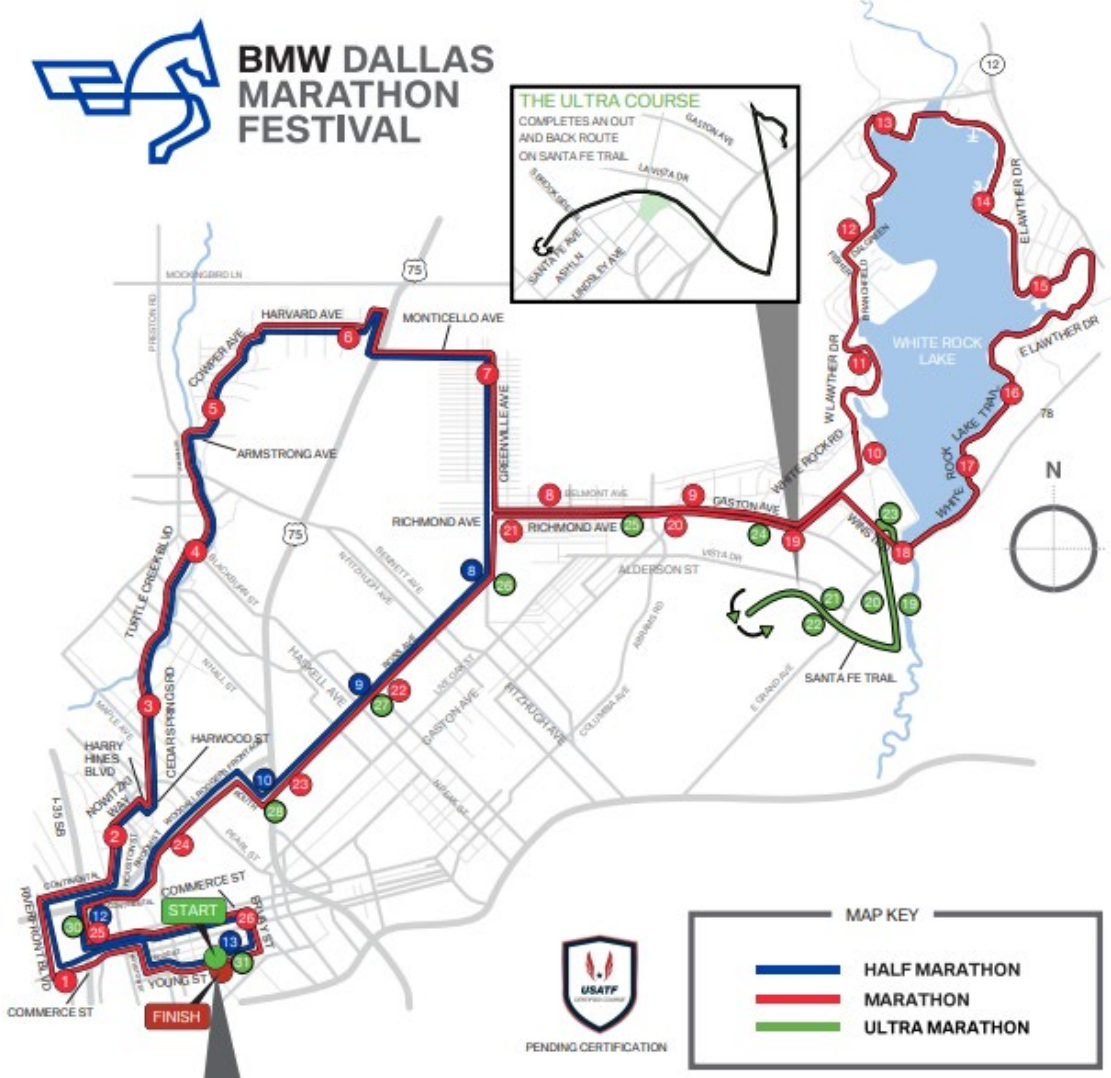


* RUNDALLAS RESERVES THE RIGHT TO CHANGE THE COURSE AS NEEDED PRIOR TO EVENT DATE



BMW DALLAS MARATHON FESTIVAL

THE ULTRA COURSE
COMPLETES AN OUT AND BACK ROUTE ON SANTA FE TRAIL



*RUNDALLAS RESERVES THE RIGHT TO CHANGE THE COURSE AS NEEDED PRIOR TO EVENT DATE.

SUNDAY, DECEMBER 10, 2023

SHELL ENERGY RELAYS



BMW DALLAS MARATHON FESTIVAL



• 5-PERSON RELAY ROUTE TURNS LEFT ONTO RICHMOND
 • 2-PERSON CONTINUES STRAIGHT ONTO ROSS

SPECIAL THANKS TO:

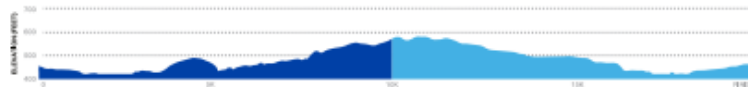


| MAP KEY | |
|---------|---------------------------------|
| | RELAY EXCHANGE POINT |
| | MARATHON MILE MARKER |
| | HALF-MARATHON MILE MARKER |
| | 2 PERSON RELAY / LEG 1 / 6 MI |
| | 2 PERSON RELAY / LEG 2 / 7.1 MI |
| | 5 PERSON RELAY / LEG 2 / 4 MI |
| | 5 PERSON RELAY / LEG 3 / 4.5 MI |
| | 5 PERSON RELAY / LEG 4 / 4.1 MI |
| | 5 PERSON RELAY / LEG 5 / 6 MI |



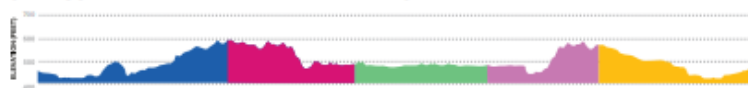
2-PERSON RELAY

ELEVATION MAP



5-PERSON RELAY

ELEVATION MAP



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