



Media Release: 21<sup>st</sup> September 2018

## NEWEST MARATHON TO HIT CAIRNS

Up to 4000 athletes from Queensland, interstate and overseas are expected to participate in the inaugural 7 Cairns Marathon and Community Run Festival.

Scheduled for April 28, 2019, it is the first official run festival of its kind to be held in Cairns and is forecast to generate significant visitor activity to the region.

Event Managers Atlas Multisports, whose current portfolio includes the 7 Sunshine Coast Marathon and the McDonald's Brisbane Marathon Festival are set to bring the new event to the Cairns region.

Atlas Multisports managing director Jason Crowther said the scenic far north Queensland course would appeal to elite and social runners alike.

"We are looking forward to hosting an event of this size and scale in the Cairns region," Mr Crowther says.

"We know this is going to be a popular event because of the overwhelming support we've already received from sponsors, local government and Cairns businesses. Runners of all ages and abilities can come and enjoy the run and then holiday with their friends and family in the perfect tourist destination."

Early bird entries are set to open in October, with hundreds to sign up before Christmas to the April 28 event which will include 2km, 5km, 10km, half (21km) and full (42km) marathon distances.

General Manager, Seven Brisbane & Seven Queensland, Mr Ben Roberts-Smith VC MG, said the 7Cairns Marathon event is the third in a successful series of community run events which has its grassroots in supporting the community.

"We've been delivering our local news service to Cairns viewers for over twenty years and have always played an active role supporting numerous community, sporting and cultural events over the years. We will continue to grow our investment in Cairns and the surrounding region as part of our mandate to service regional Queensland communities. Events like these go a long way towards providing a boost to local business and tourism – it's wonderful to see this event come to fruition." said Mr Roberts-Smith.





Up to 4000 athletes are expected to compete in the first year over the five races with Ronald McDonald House Charities the major beneficiary of the event.

Cairns Mayor Bob Manning said it was exciting to add another high-profile sporting event to the Cairns calendar and he looked forward to the 7 Cairns Marathon Festival becoming the premier running event in the region.

“The 7 Cairns Marathon Festival will attract locals and visitors to our city and will take athletes past picturesque vistas worthy of a postcard,” Cr Manning said.

“Cairns is perfectly positioned as a sports event destination with an international airport and world-class facilities for visitors. The 7 Cairns Marathon Festival will fill a gap in the growing sports events market which is a win-win for athletes, locals and the region.

“It is great to have Ronald McDonald House as the chosen charity for the event. There is only one Ronald McDonald House facility in Far North Queensland, located at Palm Cove, and it provides a wonderful place of respite for families of children who are seriously ill.”

McDonald’s franchisees are in full support of the festival and expect to one day see it grow into an iconic must-do event. “An event of this scale means we can contribute significant funding to an essential service such as Ronald McDonald House” McDonald’s Cairns franchisee Jason Berther says.

Photo and interview opportunities with organisers, sponsors and athletes available at the event’s official launch to be held on Thursday September 27 at 10:30am from the Esplanade Plaza, [Esplanade, Cairns City Queensland 4870](#).

Media unable to attend the launch should contact Atlas Multisports’ Lisa Crowther at [lisa@atlasmultisports.com.au](mailto:lisa@atlasmultisports.com.au) for photos.





## Sunshine Coast Marathon & Community Run Festival

### Fact Sheet – September 2018

Date: The event is scheduled for April 26-28 2019.

Distances: Full marathon (42.195km), half marathon (21.0975km), 10km, 5km, 2km kids and community race.

Location: All races will start and finish in Fogarty Park, Cairns.

Course: The course will be on closed roads in Cairns and the surrounding areas

Number of entrants: Up to 4000

Website: [www.cairnsmarathon.com.au](http://www.cairnsmarathon.com.au)

Naming Partner: Channel 7

Major Supporter: Cairns Regional Council

Major sponsors: McDonald's Cairns

Major beneficiary: Ronald McDonald House North Australia

About Ronald McDonald House Charities.

Ronald McDonald House is an affordable home-away-from-home for the families of seriously ill children being treated at nearby hospitals. There is one such facility in Far North Queensland essential to families whose children are in need of critical hospital care.

