Bank of America Chicago Marathon Expands Media Partnerships

Today, the Bank of America Chicago Marathon announced that an expanded US and global audience will have access to the Oct. 11, 2015 event via continued and new partnerships with broadcast, radio and print media partners.

Chicago Broadcast and Radio Coverage

NBC 5 Chicago will continue its exclusive relationship with the marathon, airing a four-hour live broadcast of the race from 7 a.m. to 11 a.m. NBCchicago.com and the NBC 5 news app will also carry the broadcast as well as a live finish line feed from 11 a.m. to 1 p.m.

In addition, CBS Radio’s 670 The Score will again provide a live four-hour radio broadcast from 6 a.m. – 10 a.m.

NBC 5 Chicago’s 7 a.m. – 11 a.m. programming, helmed by Lauren Jiggets, will focus on the play-by-play action as well as inspiring stories and features on runners. Mike Adamle will call the elite race and Zoraida Sambolin and Stefan Holt will interview all the key performers at both the start and finish lines.

Also contributing to the broadcast will be NBC Sports’ Olympic marathon analyst Tim Hutchings and Ed Eyestone, two-time Olympic marathoner. They will discuss the elite men’s race, and marathon veterans Dathan Ritzenhein and Carrie Tollefson cover the women’s competition.

At the Score, on-air talent will include sports radio veterans Josh Liss and Larry Rawson. Joining them will be Boston Marathon champion Greg Meyer. Olympian Jenny Spanger will provide commentary on the women’s field, and Creigh Kelley, a Denver-based running and triathlon announcer, will lend his expertise to the men’s field.

For more information about how to tune in across the Chicagoland area, visit chicagomarathon.com.
National and Global Television Coverage
The Chicago Marathon has entered into a multi-year partnership with Lagardere Sports and Entertainment to produce, for worldwide distribution, a three-hour telecast focused on the elite competition.

For the 2015 race, Lagardere Sports has placed the national cable television rights on Universal Sports Network. National race day coverage begins at 8:30 am ET on Sunday, October 11. Universal Sports Network provides viewers with unparalleled access to a wide range of world-class sporting events, including the most year-round, Olympic-related programming of any network. The network showcases many of the world’s best athletes competing in more than 40 sports, and 2015 is the home to more than 25 world championships, including those for swimming, track and field, gymnastics, cycling and figure skating.

In addition to Universal Sports Network, the telecast will air in an anticipated 150 countries, with coverage on beIN Sports (France), Band Sports (Brazil), Fox Sports Australia, True Vision (Thailand), DirecTV Latin America, Shanghai TV (China), Fujian TV (China), Shandong TV (China) LETV (China) and others. In addition, the telecast will be distributed to American servicemen and women stationed in 175 countries worldwide on the American Forces Network.

Fuji Television will air the world feed in Japan, as they do for every race that is part of Abbott World Marathon Majors. Runners from Japan account for the fifth largest foreign participant base of any country at the Chicago marathon behind Mexico, Canada, the United Kingdom and Brazil.

New Media Partners
The Chicago Tribune has joined on as a media partner of the Chicago Marathon. Beyond covering the race’s participants and elite athletes, the Tribune will also publish the Chicago Marathon’s Commemorative Section, which will include names, finish times, hometowns and bib numbers of all marathon participants who complete the race under 6:30:00. Results will appear in the Monday, Oct. 12, 2015 edition of the Tribune.

At the 2015 Abbott Health & Fitness Expo, Runner’s World Magazine will become the first Title Sponsor of the programming stage. The Runner’s World Stage will feature opportunities to learn more about the course, receive last-minute nutrition and training tips, see the latest in running gear and technology and hear from industry experts and special guests like Chief Running Officer Bart Yasso.

The Chicago Marathon is proud to continue its media partnerships with Chicago Athlete Magazine and WXRT-FM.

Chicago Athlete Magazine spotlights local endurance sports with its running, cycling,
triathlon and fitness coverage. With a dedicated Chicago focus, the magazine provides
the most up-to-date content and information for area residents dedicated to leading an
active lifestyle.

About the Bank of America Chicago Marathon
In its 38th year, the Bank of America Chicago Marathon welcomes thousands of runners
from more than 100 countries and all 50 states, including a world-class elite field, top
regional and masters runners, race veterans, debut marathoners and charity runners.
The race’s iconic course takes runners through 29 vibrant neighborhoods on an
architectural and cultural tour of Chicago. In 2014, an estimated 1.7 million spectators
lined the streets cheering on a record, 40,659 runners from the start line to the final
stretch down Columbus Drive. As a result of the race’s national and international draw,
the Chicago Marathon assists in raising millions of dollars for a variety of charitable
causes while generating $253 million in annual economic impact to its host city. The
2015 Bank of America Chicago Marathon, a member of the Abbott World Marathon
Majors, will start and finish in Grant Park beginning at 7:30 a.m. on Sunday, October 11.
In advance of the race, a two-day Abbott Health & Fitness Expo will be held at
McCormick Place Convention Center on Friday, October 9, and Saturday, October 10.
For more information about the event and how to get involved, go to
chicagomarathon.com.

Visit the Bank of America newsroom for more Bank of America news.

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