



MEDIA RELEASE: MAY 2019

The 7 Sunshine Coast Marathon Festival is excited to announce that the McDonald’s Half Marathon has received ‘IAAF Bronze Label’ status in 2019. This ‘Label’ categorises the best elite races, giving athletes, fans and media guidance towards the world’s finest competitions. For events with a mass participation component, a ‘Label’ also signifies superior standards in safety and runner experience. Each year IAAF is awarding the leading road races in the world to enhance quality of the races. The award is based on a wide range of criteria; including technical requirements to secure health and safety of participants, achieve high results, certain media and promotion requirements and many more.

This historic achievement is a testament to the meticulous attention to detail and effort that is put into the 7 Sunshine Coast Marathon Festival each year. This is great news for any competitor looking to run a personal best, as this status signifies that this is one of the fastest Half Marathon courses in Australia. As one of only four road races in Australia to hold ‘IAAF Label’ status in 2019, there is no doubting the 7 Sunshine Coast Marathon Festival is now established as a major event on the international running calendar. It is to be expected that many elite international and domestic runners will be enticed to compete in the top Half Marathon race in the region. Since the events inception in 2012, the 7 Sunshine Coast Marathon has always aimed to deliver the highest quality course and facilities possible, with this ‘Label’ status that is only set to improve.

The “IAAF Label Road Races” programme gathers the world’s leading road races. An ‘IAAF Label’ denotes high standards in event organisation, full application of the IAAF Competition Rules, complete support from authorities to the event, a commitment by the organiser to the advancement of the sport, and concrete steps in the global fight to doping. The ‘Labels’ also categorise the best elite races, contributing to guide athletes, fans and media towards the world’s finest competitions.

In 2019, the ‘IAAF Road Race Label’ has been awarded to only 78 road races and 17 Half Marathons globally. These races include the Boston Marathon, Tokyo Marathon, Seoul Marathon, Prague Full and Half Marathon's and London Marathon to name a few. This is a very exciting development for the Sunshine Coast based event and expands upon the high level of expectations that comes with once again hosting the Australian Half Marathon Championships in 2019. The IAAF annually awards road race labels to events whose organisers have met strict criteria for excellence in road race delivery and execution. The 7 Sunshine Coast Half Marathon satisfied the six key factors of race organisation, course measurement, timing and results, media services, medical provisions and the overall quality of international elite runners.

For further information regarding the 7 Sunshine Coast Marathon Festival please contact Jason Crowther, via jason@atlasmultisports.com.au or 0410 313 551.

