

2018 FLYING PIG MARATHON COMMUNITY REPORT



20th Anniversary Celebration

The 20th anniversary running of the Cincinnati Flying Pig Marathon powered by P&G saw a new start line, a new finish line and Victory Party venue and record crowds throughout the weekend. The anniversary was truly a community celebration, as the Flying Pig reached out to neighborhoods throughout the area as part of the milestone year.

The celebration started in mid-April with the kickoff to “20 Days on the Run” in partnership with Toyota and Queen City Running. From the kickoff torch run on April 13 to the “PIGGYs” awards show, the Flying Pig paid tribute to the neighborhoods along the course, the founders of the race and community and sponsorship partners.

On Friday, May 4, the anniversary celebration kicked into high gear with a free street concert after the Little Kings Mile. On Saturday and Sunday, more runners and walkers than ever before headed to the start line to be part of the 20th year.



IN THIS CITY WE DREAM BIG & FLY HIGH

October 2017 marked the unveiling of a new downtown mural, “Dream Big and Fly High,” made possible by the Bob and Jeanne Coughlin Family Foundation and ArtWorks.

Meantime, “20 Days on the Run” in partnership with Toyota and Queen City Running featured 20+ community events leading up to Flying Pig weekend. From yoga to fun runs to course cleanup to the casting of a 20th anniversary commemorative bell by The Verdin Company, the Flying Pig used the 20 days to say “Thank You” to the communities that have supported the event for two decades.





PRESENTED BY



THE PIGGYS



The PIGGYS presented by Procter and Gamble was held on Thursday, May 3 at the Aronoff Center downtown and was broadcast live on our television partner, WLWT-TV. The event honored longtime partners, first responders, "Streakers" and participants whose stories inspired us all. The honorees received framed, specially-commissioned Rookwood Pottery ornaments.





On Friday, May 4, downtown was treated to a free concert by COIN after the Little Kings Mile to kick off Flying Pig Marathon weekend, which featured record participants in nearly every event, including the Flying Pig Marathon itself.



The 2018 Flying Pig Marathon registered 43,127 for total weekend participation, an almost 13% increase from 2017, representing all 50 states and 22 countries.

2018 Final Registration Numbers per Race:

Full Marathon: **6,546** (2017: **4,049**)

Paycor Half Marathon: **13,420** (2017: **12,071**)

City Dash 4-Person Relay/GigSmart Corporate 4-Person Relay: **2,412** (2017: **2,344**)

Toyota 10K: **5,589** (2017: **4,955**)

Tri-State Running Company 5K: **6,864** (2017: **6,413**)

Kids Marathon (one miler) presented by Ernst & Young: **3,348** (2017: **3,648**)

Pigabilities: **307** (2017: **294**)

Piglet Fun Run: **758** (2017: **569**)

Flying Fur Dog Walk/Run: **738** (2017: **688**)

Little Kings Mile: **3,145** (2017: **2,513**)

Charity Partners:

In 2018 the Flying Pig partnered with 336 charities who raised more than \$450,000. Donations to volunteer groups and organizations pushed the donation total to more than \$1.1 million.

The Piggest Raffle Ever presented by Stock Yards Bank and trust raised an additional \$85,225.

Recycling Efforts:

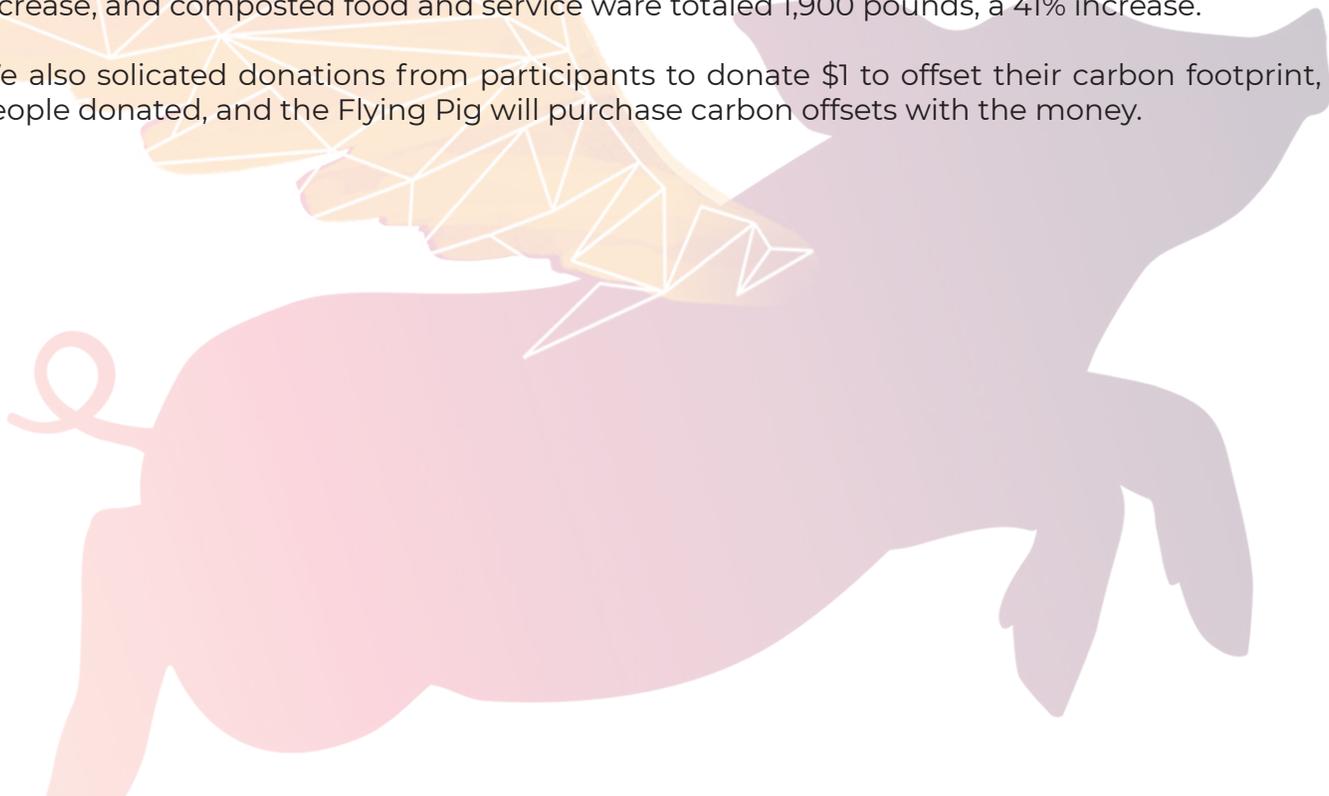
Carpool Parking

On Sunday, 819 cars transported 2,388 participants (sold out), an increase of 37% cars and 33% participants over 2017. On Saturday, 386 cars brought 1,148 participants, a two-day total of 1,205 cars and 3,536 participants.

Recycling/reusing

This year, the marathon diverted 58% of waste from the landfill and items recycled/donated increased 28% over 2017 with 14.86 tons being diverted. Clothing collected at start and donated to Goodwill totaled 2,025 pounds, a 13% increase over 2017. Food donated totaled 5,960 pounds, a 65% increase, and composted food and service ware totaled 1,900 pounds, a 41% increase.

We also solicited donations from participants to donate \$1 to offset their carbon footprint, 1,386 people donated, and the Flying Pig will purchase carbon offsets with the money.



Flying Pig in the Media

Earned Media Results

- Broadcast results include:
- 700 stories
- \$12,241,470 in earned value
- 23,380,652 in total impressions
- Broadcast coverage totaling 17 hours, 27 minutes, 11 seconds

Web coverage:

- Earned value of \$671,091
- 145,100,810 in total impressions

WLWT-TV ratings continue to reflect the popularity of the Pig

Ratings for the live broadcast of the Flying Pig Marathon were up double digits from the year before. Besides the race day coverage, WLWT-TV also had the hour-long live broadcast of the PIGGYs awards show the Thursday before the marathon.

Social Media Activity

- From June 2017 through May 2016, Flying Pig Marathon social content on Facebook, Twitter and Instagram received more than 14.7 million impressions from more than
- 245,000 people.
- Across all social media platforms, there are 76,326 fans, an 11% increase over last year.
- Social media has become a major customer service channel for participants to engage with the Marathon. Last year, the Marathon social media team received and answered 37,247 messages on social media.



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THANKS TO...

The Alleen Co. Rentals, Inc. Ampac Barefoot Proximity Brand Evolutions The City of Cincinnati The City of Cincinnati Office of Environment & Sustainability The City of Covington The City of Newport Game Day Communications Hamilton County Hamilton County Recycling and Solid Waste District

Keep Cincinnati Beautiful Nutrition Council Public Library of Cincinnati Road Runners Club of America SCS Engineering Season's 52 Southbank Partners Spectra Trophy Awards Village of Fairfax Village of Mariemont Xavier University

SPECIAL THANKS TO THOSE WHO KEEP US SAFE...

Our Police and Fire Department in Cincinnati, Covington, Fairfax, Hamilton County, Mariemont and Newport; Department of Homeland Security, FBI and the Flying Pig Marathon Medical Team.

20th ANNIVERSARY SPONSORS



The sponsors listed above made their commitment to the Flying Pig Marathon prior to the deadline for the production of these bags.

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