

NEWS RELEASE

FOR IMMEDIATE RELEASE

August 7, 2024



Excitement builds as Edmonton gears up for record-breaking marathon!

EDMONTON – On Sunday, August 18, we will welcome more than 6,500 participants to downtown Edmonton for the [Servus Edmonton Marathon](#)—making it the largest event in the marathon’s 33-year history.

In addition to the participants, more than 400 volunteers and 12,000 spectators are also expected to attend.

“This will be our biggest year yet,” said Tom Keogh, race director. “We are thrilled by the enthusiasm that runners, walkers and supporters show us year after year.”

One of the goals of the event is to reduce barriers to youth participation. New this year is a reduced rate for youth participants and the return of the 1K Kids Run. Registration is free for kids six and under and \$10 for those seven and older. Join us for family fun entertainment at the finish line!

The event contributes to the health and wellbeing of Edmonton, attracting thousands of visitors and contributing to downtown vibrancy. The Servus Edmonton Marathon also raises [more than \\$30,000 annually for local charities](#) and provides about \$7,500 in honorariums to community groups and sports teams for volunteering.

Servus Credit Union remains committed as the title sponsor for the eighth year, while Healthcare Solutions joins as the sponsor of the half-marathon. The Running Room continues its long-standing role as sponsor and partner since the event’s inception. The Loyal Edmonton Regiment maintains its sponsorship of the Army 10K.

“Servus is a member-owned, community-based credit union that operates on the principle of people helping people. As part of our cooperative values, we believe in investing in the communities around us, including the community of runners and supporters gathering for the Edmonton Marathon. Just as every runner pushes towards their personal finish line, we at Servus are committed to helping our members achieve their financial goals. We’re proud to support an event that brings people together, encourages healthy living, and celebrates the spirit of determination.” – Rob Gray, Vice President, Servus Credit Union

“We're excited to support the Edmonton Half Marathon. To all the runners out there, we'll be here, cheering you on. This event is a true celebration of community and determination, and we're thrilled to be a part of the energy.” – Darin Scherba, Owner & CEO of Healthcare Solutions.

“The Edmonton Marathon is a longstanding summer tradition in our city, and we are thrilled to support this event year after year. Thank you to all the runners, volunteers, and supporters for making this the biggest one yet. See you on race day!” – John Stanton Sr., Founder, Running Room

“The Loyal Edmonton Regiment is excited to once again participate in this community event that brings together people from all walks of life. We wish all the runners the best and hope everyone has a great time!” – LCol Bryn Wright, Commanding Officer Loyal Edmonton Regiment

Quick facts:

- Approximately 6,500 participants will take part in the Servus Edmonton Marathon, making it the largest event in the marathon's 33-year history.
- The event raises thousands of dollars for local charities every year. To date, [more than \\$30,000](#) has been raised.
- The Servus Edmonton Marathon features five race distances: the Marathon, Healthcare Solutions Half Marathon, Army 10K, 5K Family Run, and the Kids 1K.
- New this year is the return of the 1K Kids Run and a reduced rate for youth participants.
- Known as ‘the Friendly Marathon,’ the event is celebrated for its fast course, excellent organization, amenities, and community participation. The course is flat and fast, offering stunning views of the river valley and routes through beautiful historic neighborhoods.
- The Servus Edmonton Marathon has been awarded the 2025 and 2026 Athletics Canada National Half Marathon Championships!

Information for media:

The pre-event media conference is Thursday, August 15, 2024 at 11 a.m. The conference will be held at the Edmonton Convention Centre, 9797 Jasper Avenue (Riverview Room on the pedway level).

On Sunday, August 18, races will start and finish in front of the Edmonton Convention Centre. The first runners are expected to cross the finish line at approximately 9 a.m.

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