

## ESPLANADE ASSOCIATION NAMED OFFICIAL CHARITY OF 2019 BOSTON MARATHON

*15 runners will receive bibs from the Boston Athletic Association to support the Charles River Esplanade*

September 10, 2018 – Boston, MA – The Charles River Esplanade has long been Boston's most popular - and beautiful - running route for casual runners and elite athletes alike. Now, 15 runners will have the opportunity to give back to the park as they train for the **123<sup>rd</sup> Boston Marathon®**. The **Esplanade Association** ([esplanadeassociation.org](http://esplanadeassociation.org)), the nonprofit partner to the **Massachusetts Department of Conservation and Recreation (DCR)** that helps maintain and improve the Esplanade, has been named an Official Charity for the 2019 Boston Marathon.

Through the Official Charity Program, the **Boston Athletic Association** ([baa.org](http://baa.org)) supports select nonprofit organizations that strengthen the local community and provides these organizations with a significant fundraising opportunity. In 2018, participants running the 122nd Boston Marathon on behalf of the members of the Official Charity Program raised \$19.2 million. As a member of the 2019 Boston Marathon Official Charity Program, the Esplanade Association will receive invitational entries that will help the organization raise awareness and funds for its work to provide free programs for the community; care for the park's nearly 1,700 trees; encourage healthy lifestyles; promote arts and culture; and restore historic structures in the park.

"We are pleased to welcome the Esplanade Association as a member of the 2019 Boston Marathon Official Charity Program," said Nicole Juri, Manager of Charity & Community Partnerships at the Boston Athletic Association. "We value the Esplanade Association's work to strengthen our local community through free programming, and their commitment to promoting healthy lifestyles throughout the park, particularly by creating a vibrant and beautiful setting for runners to enjoy."

"We are honored to be selected as an Official Charity of the 2019 Boston Marathon," said Michael Nichols, Executive Director of the Esplanade Association. "Rain or shine, snow or heat, you see runners out on the Charles River Esplanade every single day. This is a wonderful opportunity for the local running community to give back to the park and we are thankful to begin a partnership with the Boston Athletic Association."

The Esplanade has long been a beloved running route in Boston. The Esplanade's riverfront pathways run 3.3 miles from the Museum of Science to the BU Bridge, featuring breathtaking views of the Charles River and the Boston and Cambridge skylines. Data from Strava (a software used to track running activity via GPS) shows that the Esplanade is the region's most popular running route.

Applications for 'Team Esplanade' are due by November 1, 2018. Learn more at [esplanadeassociation.org/bostonmarathon](http://esplanadeassociation.org/bostonmarathon).

**About the Esplanade Association (EA):**

The Esplanade Association is a 100% privately-funded nonprofit organization that works to revitalize and enhance the Charles River Esplanade, sustain its natural green space, and build community in the park by providing educational, cultural, and recreational programs for everyone. Working in collaboration with the Massachusetts Department of Conservation and Recreation, the Esplanade Association is dedicated to improving the experiences of the millions of visitors who enjoy Boston’s iconic riverside park.

**About the Boston Athletic Association (B.A.A.):**

Boston Athletic Association, established in 1887, is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running.

# # #