



INTERNATIONAL  
MARATHON CENTER

**STATEMENT OF PURPOSE**  
HONOR. CELEBRATE. INSPIRE.

# INTRODUCTION

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Little over 100 years ago, on April 10, 1896, seventeen men started to run along a dusty road in the obscure Greek village of Maratonas. They headed for Athens, in the first Olympic "marathon race." The few scattered people watching thought they were at the commemoration of an old and local story. In fact, they were witness to the birth of something new and universal - a major sport, a vibrant culture, a multi-billion dollar industry, a hugely beneficial wellness movement, and a global social transformation that reaches communities around the globe and millions of individual lives.

With marathon running on a blazing-hot upward trajectory, there has been little chance to pause and reflect on what has been created, or to preserve and study evidence of that process. The 26.2 Foundation exists in the belief that an International Marathon Center will be a destination for everyone interested in running, fitness and the power and potential of the human spirit. In addition to

a museum and hall of fame, the Center will feature interactive and educational exhibits related to the sport of marathoning.

The Center will also serve as a place where people of all ages get hands-on and up-to-date education about nutrition, exercise, human physiology, and the marathon's direct connection to the formation of democracy in ancient Greece over 2500 years ago.

The International Marathon Center will honor the sport's storied past, celebrate its present, and inspire runners of the future. Once completed, the Center will bring to life the strong human qualities of perseverance, peaceful competition and the power of the human spirit, embodied in the sport of marathoning.

**HONOR. CELEBRATE. INSPIRE.**







1912 BOSTON MARATHON



2015 BOSTON MARATHON

# WHY AN INTERNATIONAL MARATHON CENTER?

- Preserve and advance the importance and contributions of the marathon
- Advance the ideals of sportsmanship, competition, fair play, and the power of the human spirit
- Increase awareness of the connection between democracy, the Battle of Marathon, and the marathon run
- Strengthen local, regional, and international ties between marathon host communities and countries
- Encourage interest and marathon participation
- Learn about nutrition, fitness, and exercise, and discover how they connect to a healthy lifestyle
- Create a center for gathering and sharing the best marathon and lifestyle practices
- Promote endurance sports and activities
- Explore the socio-economic benefits of the marathon and other endurance sports
- Honor the achievements of those who have provided leadership to the develop, promote and advance marathoning
- Create partnerships with like minded institutions such as:

## Regional

Basketball Hall of Fame  
Springfield, Massachusetts

Volleyball Hall of Fame  
Holyoke, Massachusetts

Boxing Hall of Fame  
Brockton, Massachusetts

The Sports Museum  
Boston, Massachusetts

Long Distance Running Hall of Fame  
Utica, New York

## National and International

Marathon Museum Marathon,  
Greece  
AIMS Museum  
Berlin, Germany

The National Hellenic Museum  
Chicago, Illinois

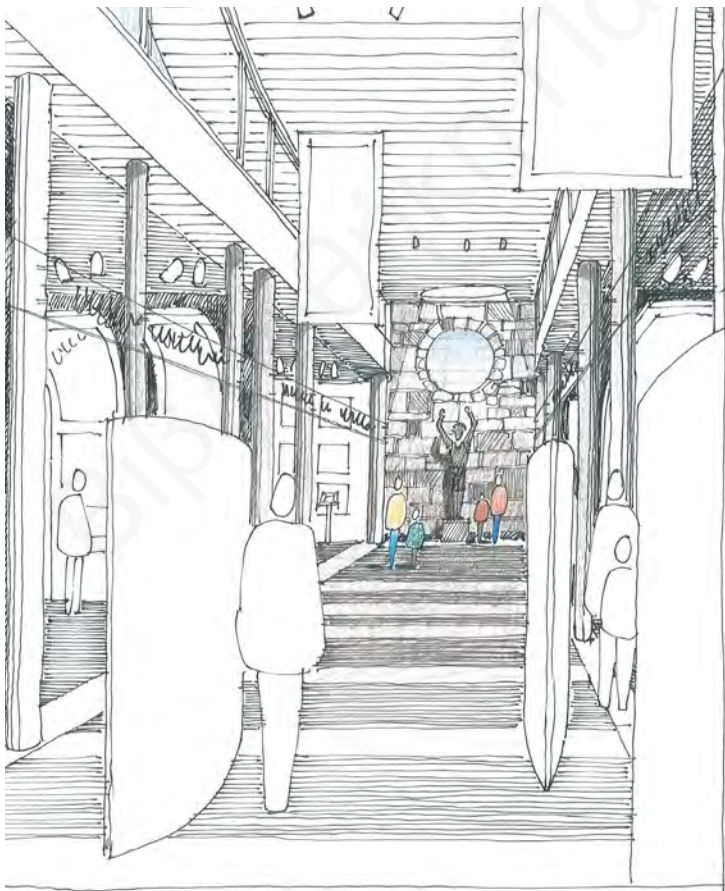
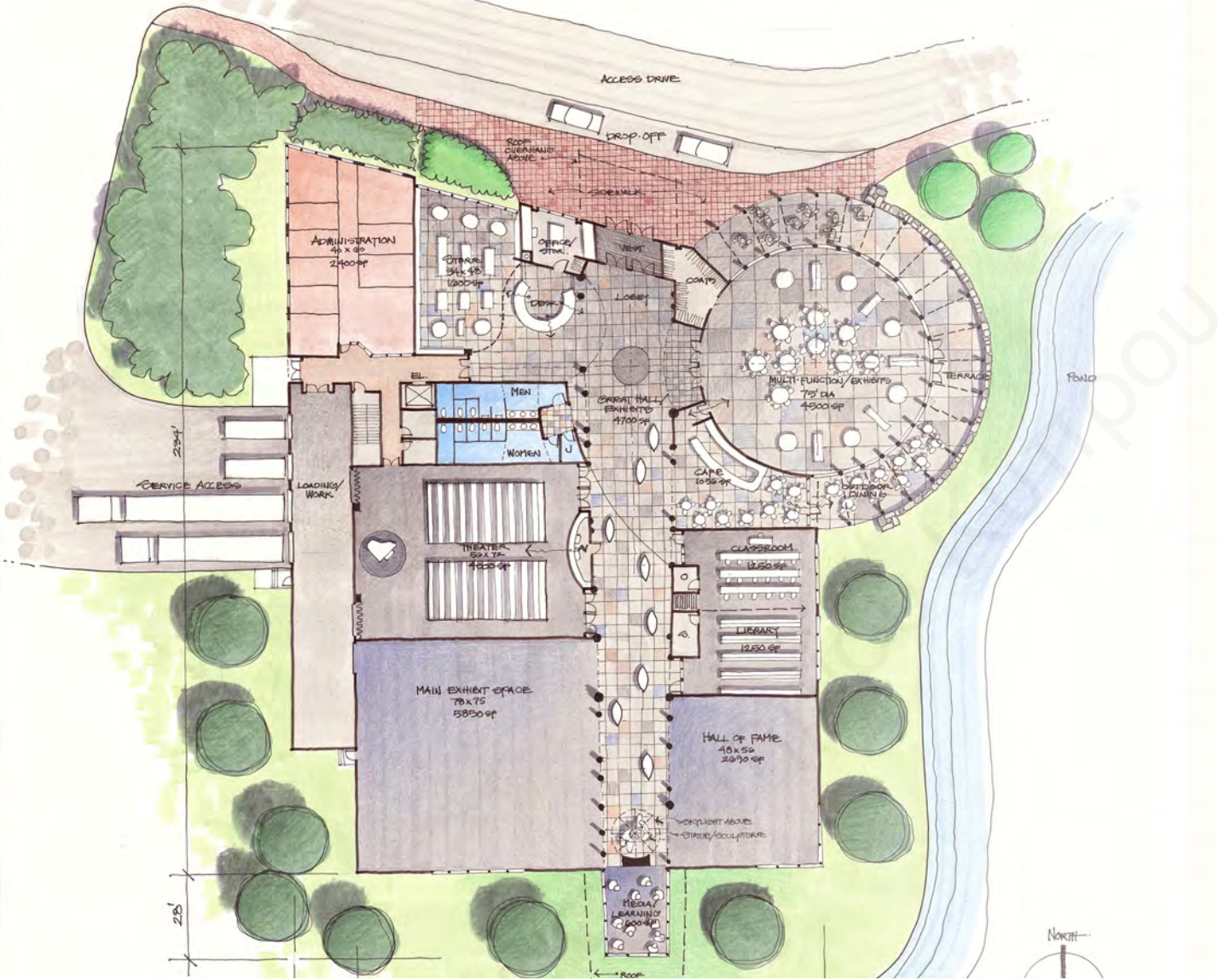


# THE FACILITY

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The International Marathon Center will feature:

- ▶ Museum
  - ▶ Archives
  - ▶ Hall of Fame
  - ▶ Conference and Education Center
  - ▶ Classrooms
  - ▶ Events Venue
  - ▶ Administration
- The IMC will support the broad purposes of the museum, endurance sports, athletics, health and well-being, and an educational focus on history, fitness, nutrition, and human potential
  - The IMC will include an auditorium and meeting and event space available for use by business, academic, private, and community groups
  - The IMC will activate both the indoor and outdoor spaces to celebrate the year round nature of the sport and the natural beauty of New England's landscape and seasons
  - The IMC will feature ever-changing interactive and educational fun exhibits designed to engage visitors intellectually, emotionally and physically to encourage repeat visits
  - The IMC will be a destination to engage and educate visitors on the importance of nutrition, physical, activity and human physiology and psychology
  - The IMC will be the conduit for marketing and promotion packages in keeping with the highest level sporting, social, and entertainment venues



# WHY HOPKINTON, MASSACHUSETTS?

- Hopkinton is the starting point of the Boston Marathon
- Hopkinton has a unique marathon footprint of its own
- Excellent accessibility via road and rail with close proximity to major airports
- Significant populations and demographic attributes:
  - » 4.7 million people, 2.2 million households reside within 60 minutes
  - » Nearly one million school age children
  - » 45% of households have incomes greater than \$75,000
  - » High income equates to desire and ability to visit cultural educational sites
- Its location is in the heart of substantial and thriving resident and tourist markets
- The Boston area tourist and visitor markets enjoy an excellent profile
- Hopkinton is an active community with strong natural attributes including:
  - » Trail systems
  - » State parks
  - » Lakes
- Ancient Greece is a mandated course of study in Massachusetts public schools
- Hopkinton has recently adopted a vision for the Town that corresponds with the vision for the IMC:

*“Hopkinton is a vibrant welcoming community centrally located in New England and nestled 26.2 miles west of Boston. We are endowed with open space, natural resources, facilities and programs that promote a well educated and healthy community. We are respectful of our past, engaged in our present, and actively preparing for our future.”*







"SPIRIT OF THE MARATHON" SCULPTURE COMMISSIONED BY NEW BALANCE ATHLETIC SHOE, INC.