



Frequently Asked Questions – Community Information

Event Date: Sunday, March 18, 2012

Q – Where can I get community information about the race?

A – Detailed information for people who live, work and worship near the course is available in the Community section of the event website. Go to www.GeorgiaMarathon.com, hover on Community at the top of the page, and click on topics like:

- Schedule of Events
- Neighborhood Challenge
- Traffic Information for Metro Atlanta Residents
- Frequently Asked Questions – Community Information

You can email questions to info@georgiamarathon.com or call our office at 404-832-0786.

Q – How is information about the race communicated to Metro Atlanta?

A – Information about the race is communicated to Metro Atlanta in the following ways:

- Presentations and emails to numerous neighborhood associations, business associations, Neighborhood Planning Units, and community meetings in Atlanta and Decatur.
- Community Update emails to nearly 300 contacts for neighborhood associations, churches, businesses, schools, event venues, and other interested parties along and near the course. Contact us at info@georgiamarathon.com if you wish to be added to the distribution list for this newsletter which goes out 2-3 times per year.
- Approximately 3 weeks before the race, postcards are mailed to over 38,000 residential and business mailing addresses along the course advising recipients about the race date, traffic delays, the community section at www.GeorgiaMarathon.com, our email address info@GeorgiaMarathon.com, and our phone number 404-832-0786.
- Articles and traffic advisories in local newspaper, television and radio media, and on Georgia Navigator at <http://www.georgia-navigator.com/>.

Q – How does the Publix Georgia Marathon & Half Marathon benefit Metro Atlanta?

A – An Economic Impact Study performed by the Temple University Sport Industry Research Center in May 2011, determined that the 2012 Publix Georgia Marathon & Half Marathon generated \$8,524,489 in economic impact to Metro Atlanta.

As a health and fitness event for runners, walkers, and wheelchair athletes from all 50 states and many other countries, the Publix Georgia Marathon drives tourism, convention, hotel, MARTA, and restaurant business throughout the 3-day weekend of events. The Health & Fitness Expo is a 100+ vendor event at the World Congress Center on Friday and Saturday of race weekend. The Cuties Luckie 5K and Kids Fun Run attract over 500 participants to Centennial Olympic Park on Saturday. And the Marathon and Half Marathon on Sunday attract over 15,000 participants, 2,500 volunteers, and thousands of spectators to Downtown, Midtown, and Decatur.

All race weekend events are accessible by MARTA, and the race informs and encourages participants, volunteers, and spectators to ride MARTA to all race events.



The Publix Georgia Marathon recycles. Immediately after the 2011 race, over 4,300 pounds of plastic and cardboard were recycled, and in 2010 over 2,800 pounds of food items like bagels and bananas were donated to the Atlanta Community Food Bank.

Q – Why is the Race held on Sunday rather than Saturday?

A – Most large marathons are held on Sunday for public safety reasons, since traffic volume is consistently lowest on Sunday. The Publix Georgia Marathon selects dates that avoid Easter, Palm Sunday, and Passover and works to minimize the impact on local traffic by having Police officers at each intersection, publicizing the race course, street closures, traffic advisories, and suggested traffic directions, and encouraging MARTA for participants, volunteers, spectators, and the public.