

Thursday 4 July, 2013

## **Sydney Marathon to be Broadcast to The World**

Destination NSW, Sandra Chipchase, today announced The Sydney Marathon, to be held on Sunday 22 September, will be broadcast live for the first time around the world.

“This is the first time in 23 years a domestic marathon will be broadcast live on free to air television,” Ms Chipchase said.

“The Sydney Marathon will be broadcast live on Network Ten and will be also broadcast by EuroSport Asia to 16 countries, showcasing Sydney and NSW into some of our key tourism markets.”

“Thanks to the support of the NSW Government, and the strategic partnership between Destination NSW (The NSW Government’s Tourism and Major Events Agency) and The Sydney Running Festival, this broadcast will truly position the Sydney Marathon as a major international event alongside Boston, New York and London.”

More than 35,000 entrants are expected to take part in The Blackmores Sydney Running Festival which consists of four events, The Sydney Marathon, Half Marathon, The Family Fun Run/Walk and Bridge Run.

“Whether you plan to walk, run or cheer on the participants, it provides a great day out with family and friends and the rare chance to cross the Sydney Harbour Bridge, traffic free,” Ms Chipchase said.

“The Sydney Running Festival is one of the world's most scenic running events, taking in some of Sydney's most spectacular and historic landmarks,” Ms Chipchase added.

“Sydney's iconic landmarks including Sydney Harbour Bridge, Sydney Opera House, Royal Botanic Gardens, Darling Harbour and The Rocks, will all be on display.”

“Spring time is a beautiful time of the year in Sydney and I encourage all those planning to visit Sydney for The Sydney Running Festival to come for the weekend and explore all that this great city has to offer.”

“As Sydney is the gateway to regional NSW it provides a great opportunity for thousands of athletes, officials and spectators from interstate to go further afield and explore the great attractions of regional NSW.”

For more information on The Blackmores Sydney Running Festival, please visit, [www.sydneyrunningfestival.com.au](http://www.sydneyrunningfestival.com.au)

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