



# MARATHON DE PARIS

## L'épreuve capitale

34<sup>e</sup> édition \* Dimanche 11 avril 2010



GDF SUEZ

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Dossier de Presse \* Press kit

# MARATHON DE PARIS

34<sup>e</sup> édition \* Dimanche 11 avril 2010



## EDITORIALS



The 34<sup>th</sup> edition of the Paris Marathon will take place on 11 April 2010. Over 37,000 runners will start the race at the Champs-Élysées for 42.195 km of suffering and happiness.

This marathon has become an unavoidable event on the national and international racing calendar as shown by the fact that the registration period already closed at the beginning of November. The magnificent route carved out through the French capital by the organisers is a great attraction for the runners.

This marathon also caters for high-level athletes, seeking to achieve world class performances. The results recorded by the

winners of previous editions have demonstrated that it is possible to achieve great things in Paris.

At a time when road races, in particular marathons, are gaining in popularity, the Paris Marathon remains an outstanding showcase for athletics and mass sports in general.

I would like to thank Joël Lainé and the entire Amaury Sport Organisation team for their expert management of this great gathering for many years.

Good luck to all those taking part and long live road racing!

**Bernard AMSALEM**  
President of the French Federation of Athletics



On April 11th, 2010, 37,000 runners will line up at the start of one of the most beautiful Marathon routes in the world. The Paris Marathon is a unique and exceptional event which always welcomes participants with disabilities.

I would like to thank Amaury Sport Organisation for this, in particular Joël Lainé, the event manager, for their great consideration for our athletes, with the valuable support of the City of Paris. More than fifty Marathon runners with disabilities will set off to cover the 42.195 km to the finishing line.

Among them, we are delighted to welcome back the young Frenchman Julien Casoli, who came second last year, as well as leading international specialists, such as Frei Heinz and Saul Mendoza. Finally, I would like to thank the teams of our Ile-de-France regional committee for sports for the disabled, who have been working on this for the last few months ago. Good luck to you all!

**Gérard MASSON**  
Chairman of Handisport French Federation



I would like to take this opportunity to wish the warmest of welcomes to the 40,000 participants enrolled for the 34<sup>th</sup> edition of the Paris International Marathon.

This major road-racing event has this year once again been awarded the "Gold" label delivered by the international athletics federation.

For their loyalty, I would also like to thank all the people who have been coming over the years, from abroad, from the provinces of France, from Paris and from the Ile de France region to contribute to the various pages in the history of the Paris International Marathon.

For this edition and the forthcoming events, we have focused on several areas of priority:

- The implementation of concrete measures to aid sustainable development, by limiting to a strict minimum the amount of printed material and preferring digital communication, by using biodegradable materials wherever possible, by creating a 100-strong team of eco-runners spread throughout the various starting grids in order to give a broad reach to an eco-friendly message, and by conducting selective sorting of waste.

- Development of applications that use new technologies, offering the option to hire GPS equipment, and studying possible interfaces with cardio frequency metres.

- Downloads from the Marathon's web site during the three weeks prior to the race including race tips, cultural and tourist information to guide runners during their visit to the capital, music tracks corresponding to the 5 slowest speeds which they can listen to on their MP3 players as they run.

- Development of our family information service at the finishing line via implementation of high-performance software that provides real-time information from all the security and assistance teams.

But we will not just stop at these measures, driven as we are by our desire to improve safety and comfort for all.

Welcome to Paris and I hope that all the participants enjoy the race. Thanks also to our partners for their continuing support and finally thank you to the representatives of the media for the constantly growing coverage that they give to the Paris International Marathon.

**Joël LAINÉ**  
Director of the Paris Marathon

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## HISTORY OF THE MARATHON

### Origins

Marathon, today known as Marathónas, is an ancient Greek town situated on the Attica, 40 kilometres North East of Athens. In 490 B.C., the Athenians, driven by Miltiade and helped by a battalion of Platonians, won a famous military victory which put an end to the first Median war. Tradition holds that, in order to reassure his fellow citizens, Miltiade sent a messenger, the soldier Philippidès, who ran the distance with such haste that he died of exhaustion upon arrival. It is to celebrate his heroism that the marathon competition was created.

### Ancient Games

The origin of the Olympic Games is linked to the religious fervour that the large cities of ancient Greece displayed for Zeus, the King of Olympia, during festivals given in his honour. It is in Olympia, from 776 B.C., that, every four years, sporting competitions were run (Agônes). A real institution in ancient times, the Olympian assembly lasted more than a thousand years. However, it progressively lost its religious connotations and disappeared in the year 394 A.D., banned by the Emperor Théodose the 1st, who saw it as a symbol of paganism.

### Modern Olympic Game

It was only at the end of the XIXth Century, at a time when sport was rapidly developing, that the Olympic Games were restored, according to the wishes of Pierre de Coubertin, President of the IOC (International Olympic Committee) from 1896 to 1925. The first modern Games were organised in Athens in 1896: the Greek shepherd Spiridon Louys won the first Olympic Marathon. The Olympic history of the Marathon is punctuated with legendary exploits: in 1908, the Italian Dorando Pietri collapsed in the stadium at the finish of the London Olympic Games: supported by officials who helped him to cross the finishing line, he was disqualified; in 1956, the Frenchman Alain Mimoun, in his first race over such a distance, won in the Melbourne Olympic Games; in 1960 in Rome, the Ethiopian, Abebe Bikila, ran barefoot and won; he won again in Tokyo in 1964.

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## GOLD ROAD RACE

Over the past thirty years the big city marathons have become the largest mass-participation sports events in the world, bringing thousands of runners onto the streets and hundreds of thousands of spectators to watch them. In 2008 the world governing body, the IAAF, created the IAAF Road Race Labels, to recognise the leading Road Races in the world. The IAAF Gold Road Race Label has been awarded to just 24 out of the many thousands of road races around the world and I congratulate the Marathon de Paris on being part of this select circle of races again in 2010.

Sean Wallace-Jones



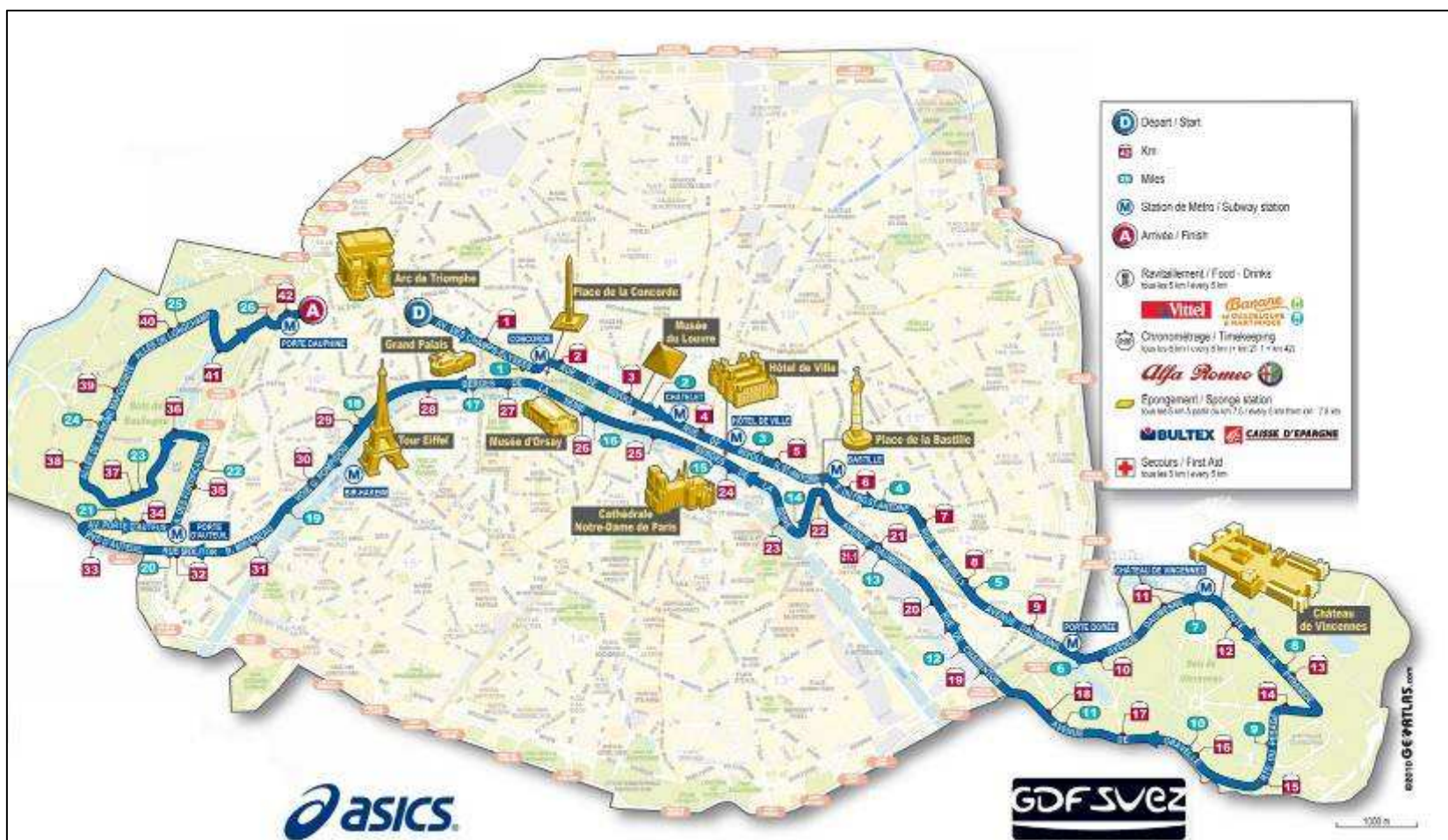


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## ROUTE



200 yellow bins will be available at the end of the feed zone to collect the plastic bottles

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## TIMING STREET BY STREET

Km	Rues	1 <sup>er</sup> Handisport	1 <sup>er</sup> coureur	Dernier coureur
Km	Streets	1 <sup>st</sup> Handisport	1 <sup>st</sup> runner	Last runner
0	Avenue des Champs-Élysées Rond-Point des Champs-Élysées Avenue des Champs-Élysées	8h35	8h45	9h10
2	Place de la Concorde Rue de Rivoli	8h39	8h51	9h25
5	Rue Saint-Antoine Place de la Bastille, par la droite	8h45	9h	9h49
6	Rue du Faubourg Saint-Antoine Rue de Reuilly	8h47	9h03	9h57
8	Place Félix Eboué, par la droite Avenue Daumesnil	8h57	9h09	10h14
9	Porte Dorée, côté droit Place Edouard Beland, par la droite Avenue Daumesnil Esplanade Saint-Louis, par la droite	8h53	9h12	10h22
12	Route de la Pyramide	9h59	9h21	10h47
14	Route Saint-Hubert Route du Passage	9h03	9h27	11h03
17	Avenue de Gravelle	9h09	9h35	11h27
19	Avenue de la Porte de Charenton Rue de Charenton	9h13	9h42	11h43
21	Avenue Daumesnil Rue de Lyon	9h17	9h48	12h
22	Place de la Bastille, par la gauche Boulevard Bourdon	9h19	9h51	12h08
23	Quai Henri IV Quai des Célestins Rue Georges Pompidou	9h21	9h54	12h16
29	Avenue de New York Place de Varsovie Avenue de New York	9h31	10h13	13h04
	Avenue du Président Kennedy Place Clément Ader Avenue de Versailles			
31	Place de Barcelone Rue Mirabeau Rue Molitor	9h36	10h19	13h21
32	Place de la Porte Maillot Boulevard d'Auteuil Porte de Boulogne	9h38	10h22	13h29
34	Avenue de la Porte d'Auteuil Place de la Porte d'Auteuil, tour de la place par la droite Allée des Fortifications Route des Lacs à Pessy	9h42	10h26	13h45
36	Carrefour des Cascades Chemin de ceinture du Lac supérieur Route d'Auteuil aux Lacs	9h47	10h34	14h01
37	Butte Montmartre Route de Boulogne à Pessy Route d'Auteuil à Suresnes Route du Point du Jour à Suresnes Allée de la Reine Marguerite	9h49	10h37	14h09
40	Allée de Longchamp Route de La Muette à Neuilly	9h56	10h45	14h34
41	Carrefour du Bout des Lacs Route de Suresnes	9h58	10h48	14h42
42	Place du Maréchal de Lattre de Tassigny, Porte Dauphine	10h	10h50	14h50
42,195	Avenue Foch	10h01	10h51	14h52

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## PACEMAKERS

The idea of "pacemakers" was invented at the Paris Marathon 12 years ago and has now been copied all over the world! The original aim was to provide "hares" for the champions, to help them beat world records, but you had to go by it on your own! For some of you, four hours also represents a real achievement. The balloons, which sometimes used to burst under the trees in the Bois de Vincennes, have been replaced by streamers, flags in the colours of your starting area, based on your expected time. This year, 32 pacemakers will be there to support you. For some times – 4.5hrs, 5hrs and 5.5hrs, the pacemakers act as leaders, setting the pace, providing support and encouragement. There is an exciting new addition for 2010: a 4.15hr starting gate with pacesetters and GREY flags. Encouraged by the man in grey - "you can do it, hang on in there!", a bit like a bus driver with hundreds, even thousands of passengers behind him, including you! Good luck in the race!

### The Marathon in 3hours = the red banners.

In other words an average speed of 14.1 km/h! The Paris Marathon is quite unique in being the first in the world in terms of number of runners completing the race in under three hours. A pace of 4 min 15sec per km is only for highly trained athletes. The hares have personal records of 2hr21min and 2hr30min. They run at a steady pace to ensure the mythical barrier of three hours is broken. Refreshments are taken on the run.

**Pacemakers: Jacques, Abdel, Xavier, Bertrand**

### The Marathon in 3hrs15 = the yellow banners.

In other words a pace of 4 min 35 sec per km (13 km/h). The training is very serious, with experienced hares who ran in the five last races. Time lost for refreshments is minimal. The time gained at the start thanks to the enclosure is helpful in attaining this objective. 3h 3h15 3h30 3h45 4h 4h15 4h30 3h 3h15 3h30 3h45 4h 4h15 4h30

**Pacemakers: Bruno Eric, Jean-Michel, Olivier**

### The Marathon in 3hrs30 = the blue banners

At 5 min per km (12 km/h). Experienced hares from the last five races slow down at each of the refreshment areas, which is of capital importance, returning to a steady pace in between each refreshment points

**Pacemakers: Vincent, Denis, Serge, Annette**

### The Marathon in 3hrs45 = the purple banners

5 minutes 20 per km (11.25 km/h): this is the pace of the majority of Marathon runners. The most difficult thing is not to crowd up around the hares and to remain at a reasonable distance behind the balloons.

**Pacemakers: Laurent, Stéphane, Eric, Christian**

### The Marathon in 4 hours = the green banners

At 5 min 40 sec per km (10.5 km/h) the mythical barrier of 4 hr is at hand. Great care is necessary during the first half of the race. The runners do not hesitate to stop for refreshments, at which time they will receive a lot of encouragement from the hares.

**Pacemakers: Marcel, Sylvain, Patrice, Pascal**

### The Marathon in 4 hrs 15 = the grey banners

This pace will see you in the middle of the field... running at 10 km/hr.

**Pacemakers: Thierry, Eric, Philippe, Caroline**

### The Marathon in 4hrs30 = the pink banners

At 6 min 25 sec per km, the pace is 10 km/h, including stops for refreshments; the hares provide with psychological support to help runners to keep up this pace. Strong determination will do the rest.

**Pacemakers: Fabrice, Bertrand, Stéphane, Jean-Noël**

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## KEY FIGURES

### RESCUE SERVICE:

500 persons split between:

- 6 first aid posts throughout the course (at km: 12.5 / 20 / 24.5 / 30.5 / 35 and 40)
- Race Headquarters with: Paris SAMU, Red Cross, Civil protection, BSPP
- First aid post at the finish
- 200 physical physiotherapists, chiropractors, osteopaths, organised by Kinésport Evolution
- 45 semi-automatic defibrillators for each km at the departure and the finish area

### SPONGING AREAS:

- 7 sponging areas (at km: 7.5 / 12.5 / 18.5 / 22.5 / 28 / 32.5 and 37.1)
- 35 000 sponges will be distributed

### TIMING :

- 9 Timekeeping points:

"Technologie ChampionChip" Each runner will be given a microchip to attach to the laces of one of his shoes. The microchip will be initialised at the start line and will provide information on the runners' times at the following kilometre points: 5 / 10 / 15 / 21.1 / 25 / 30 / 35 and at the finish.

### REFRESHMENT :

9 refreshment stands (every 5 kms)

- Bananas : 17.5 tonnes
- Oranges : 18 tonnes
- Dried fruits : 2.2 tonnes
- Apples : 7 tonnes
- Lump sugar : 2.5 tonnes
- Bottles of VITTEL water : 456 084
- Energy drink POWERADE : 21 500 L
- 200 yellow bins will be available at the end of the feed zone to collect the plastic bottles

### VOLUNTARY WORKERS :

More than 3 000 voluntary workers. The work of the many voluntary workers is vital for the organisation of such an event. Voluntary workers are involved in the distribution of running numbers and running bags, recovery of microchips, distribution of Marathon Expo maps for visitors, providing help at the refreshment stands and sponge down stands, and in the distribution of ponchos and the management of changing rooms etc.

## PRIZE MONEY

	Men	Women	Men	Women
	< 2h11'45	< 2h23'15	> 2h11'45	> 2h23'15
1	50 000 €	50 000 €	25 000 €	25 000 €
2	30 000 €	30 000 €	15 000 €	15 000 €
3	20 000 €	20 000 €	10 000 €	10 000 €
4	10 000 €	10 000 €	5 000 €	5 000 €
5	8 000 €	8 000 €	4 000 €	4 000 €
6	5 000 €	5 000 €	2 500 €	2 500 €
7	4 000 €	4 000 €	2 000 €	2 000 €
8	3 000 €	3 000 €	1 500 €	1 500 €
9	2 000 €	2 000 €	1 000 €	1 000 €
10	1 000 €	1 000 €	1 000 €	1 000 €
11	500 €		500 €	
12	500 €		500 €	
13	500 €		500 €	
14	500 €		500 €	
15	500 €		500 €	

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## RUNNERS

### LES ARRIVANTS DU MARATHON DE PARIS depuis 20 ans

#### ATHLETES WHO FINISHED THE PARIS MARATHON from 20 years

1990	9 110
1991	non couru
1992	10 245
1993	12 475
1994	15 936
1995	16 200
1996	18 244
1997	16 211
1998	17 434
1999	17 544
2000	27 596
2001	22 343
2002	24 025
2003	29 036
2004	29 700
2005	28 857
2006	30 739
2007	26 939
2008	28 844
2009	30 333

### 40 000 INSCRIPTIONS 40,000 REGISTRATIONS

Femmes / Women	19 %
Hommes / Men	81 %
Inscriptions Web	93 %
Online registrations	

### PROVENANCE / FROM

Français	65 %
Franciliens	29 %
Provinciaux	36 %
Etrangers	35 %

### 97 PAYS REPRÉSENTÉS, DONT 97 COUNTRIES, INCLUDING...

France	24 621
Royaume-Uni / United Kingdom	5 052
Etats-Unis / United States	1 087
Italie / Italy	1 066
Allemagne / Germany	967
Belgique / Belgium	620
Espagne / Spain	518
Irlande / Ireland	434
Brésil / Brazil	429
Suisse / Switzerland	398

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## 2009 RESULTS MEN / WOMEN

### Hommes / Men

Résultats 2009 du Marathon de Paris :

*2009 Paris Marathon results*

Place	Nom	Pays	Temps
<i>Place</i>	<i>Names</i>	<i>Country</i>	<i>Time</i>
1	KIPRUTO, Vincent	KEN	02:05:47
2	WORKA, Bazu	ETH	02:06:15
3	KIYENG, David	KEN	02:06:26
4	ADHANE, Yemane	ETH	02:06:30
5	KISRI, Rachid	MAR	02:06:48
6	MANDAGO, David	KEN	02:06:53
7	KIPKORIR, Jonathan	KEN	02:07:31
8	KIPLAGAT, Shadrack	KEN	02:08:11
9	KOMEN, John	KEN	02:08:12
10	KIPRUGUT TOO, Daniel	KEN	02:08:38

### Femmes / Women

Résultats 2009 du Marathon de Paris :

*2009 Paris Marathon results*

Place	Nom	Pays	Temps
<i>Place</i>	<i>Names</i>	<i>Country</i>	<i>Time</i>
1	BAYISA, Atsedo	ETH	02:24:42
2	MERGIA, Aselefech	ETH	02:25:02
3	DAUNAY, Christelle	FRA	02:25:43
4	KASIM, Ashu	ETH	02:25:49
5	MURAGA, Julia	KEN	02:29:10
6	TOLA, Worknesh	ETH	02:29:19
7	MALOT, Leah	KEN	02:30:29
8	MCCAMBRIDGE, Maria	IRL	02:35:29
9	MARESHA, Azalech	ETH	02:35:56
10	NEUENSCHWANDER, Maja	SUI	02:36:48

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## BEST OVERALL TIMES

### Les 10 meilleurs performeurs tous temps / The 10 best overall times

Rang	Temps	Athlète	Pays	Place	Marathon	Année
1	2h03'59	Haile Gebrselassie	ETH	1	Berlin	2008
2	2h04'27	Duncan Kibet	KEN	1	Rotterdam	2009
3	2h04'27	James Kwambai	KEN	2	Rotterdam	2009
4	2h04'55	Paul Tergat	KEN	1	Berlin	2003
5	2h04'56	Sammy Korir	KEN	2	Berlin	2003
6	2h05'04	Abel Kirui	KEN	3	Rotterdam	2009
7	2h05'10	Samuel Wanjiru	KEN	1	London	2009
8	2h05'15	Martin Lel	KEN	1	London	2008
9	2h05'18	Tsegaye Kebede	ETH	1	Fukuoka	2009
10	2h05'27	Jaouad Gharib	MAR	3	London	2009
...						
13	2h05'47	Vincent Kipruto	KEN	1	Paris	2009

Hommes / Men

Femmes / Women

Rang	Temps	Athlète	Pays	Place	Marathon	Année
1	2h15'25	Paula Radcliffe	GBR	1	London	2003
2	2h18'47	Catherine Ndereba	KEN	1	Chicago	2001
3	2h19'12	Mizuki Noguchi	JAP	1	Berlin	2005
4	2h19'19	Irina Mikitenko	GER	1	Berlin	2008
5	2h19'36	Deena Kastor	USA	1	London	2006
6	2h19'39	Yingjie Sun	CHI	1	Beijing	2003
7	2h19'41	Yoko Shibui	JAP	1	Berlin	2004
8	2h19'46	Naoko Nakahachi	JAP	1	Berlin	2001
9	2h19'51	Chunxiu Zhou	JAP	1	Séoul	2006
10	2h20'42	Berhane Adere	ETH	1	Chicago	2006

### Les 10 meilleurs temps du Marathon de Paris Hommes / 10 best Paris Marathon time

Rang	Temps	Athlète	Pays	Année
1	2h05'47	Vincent Kipruto	KEN	2009
2	2h06'15	Bazu Worku	ETH	2009
3	2h06'26	David Kiyeng	KEN	2009
4	2h06'30	Yemane Adhane	ETH	2009
5	2h06'33	Mike Rotich	KEN	2003
6	2h06'36	Benoit Zwierzchiewski	FRA	2003
7	2h06'40	Tsegaye Kebede	ETH	2008
8	2h06'47	Wilson Onsare	KEN	2003
9	2h06'48	Driss El Himer	FRA	2003
10	2h06'48	Rachid Kisri	MAR	2009

Hommes / Men

### Les 10 meilleurs temps du Marathon de Paris Femmes / 10 best Paris Marathon time

Rang	Temps	Athlète	Pays	Année
1	2h23'05	Marlee Renders	BEL	2002
2	2h23'43	Marlee Renders	BEL	2000
3	2h24'30	Salina Kosgei	KEN	2004
4	2h24'33	Rie Mitsuoka	JAP	2002
5	2h24'42	Atsedo Bayisa	ETH	2009
6	2h25'02	Aselefech Mergia	ETH	2009
7	2h25'07	Tafa Magarsa	ETH	2007
8	2h25'32	Esther Kiplagat	KEN	2002
9	2h25'33	Martha Komu	KEN	2008
10	2h25'37	Womech Tola	ETH	2008
11	2h25'43	Christelle Daunay	FRA	2009

Femmes / Women

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## ELITE LINE UP

### MEN

HOMMES :				
1. Rotich James	Kenya	1978	2h07'12	Amsterdam 2007 (4ème)
2. Kiptoo Benjamin	Kenya	1979	2h07'17	Rome 2009 (1er)
3. Gelana Teshome	Ethiopie	1983	2h07'37	Houston 2010 (1er)
4. Terfa Negari	Ethiopie	1983	2h07'44	Berlin 2009 (3ème)
5. Kibiwott Steven	Kenya	1980	2h07'54	Prague 2009 (2ème)
6. Koech Jackson	Kenya	1982	2h08'02	Amsterdam 2005 (2ème)
7. Yegeze Zambala	Ethiopie	1985	2h08'27	Houston 2010 (2ème)
8. Kiprugut Daniel	Kenya	1978	2h08'38	Paris 2009 (10ème)
9. Shurnye Alemayehu	Ethiopie	1988	2h08'46	Francfort 2009 (5ème)
10. Kosgei Daniel	Kenya	1986	2h08'58	Amsterdam 2009 (7ème)
11. Kibiwott Francis	Kenya	1978	2h09'00	Seoul 2009 (1er)
12. Kiptoo Joel	Kenya	1986	2h09'08	Karlsruhe 2009 (1er)
13. Adelo Hussan	Ethiopie	1982	2h09'09	Houston 2010 (4ème)
14. Kering Alfred	Kenya	1986	2h09'19	Rotterdam 2009 (8ème)
15. Kiplagat Vincent	Kenya	1984	2h09'22	Houston 2010 (6ème)
16. Muniyulu Simon	France	1977	2h09'24	Paris 2006 (11ème)
17. Feleke Getu	Ethiopie	1986	2h09'32	Rotterdam 2009 (8ème)
18. Dogaga Haylu	Kenya	1985	2h09'34	Reims 2009 (1er)
19. Berga Birhanu	Ethiopie	1981	2h09'41	Pékin 2009 (5ème)
20. Wami Muluguta	Ethiopie	1982	2h09'50	Chuncheon 2009 (1er)
21. Assefa Girma	Ethiopie	1986	2h09'58	Berlin 2009 (6ème)
22. Lemaev Mikhail	Russie	1986	2h10'41	Paris 2009 (15ème)
23. Ramard David	France	1978	2h10'52	Paris 2006 (11ème)
24. Khamis Ismail Adam	Bahrein	1989	2h09'09	Cologne 2009 (3ème)
25. Mekonen Haylu	Ethiopie	1980	2h12'36	Barcelone 2010 (9ème)
26. Disi Dieudonne	Rwanda	1978	2h12'51	Paris 2009 (18ème)
27. Belhaj Hamid	France	1968	2h14'32	Paris 2009 (20ème)
28. Tola Tadesse	Ethiopie	1987	2h15'48	Chicago 2009 (9ème)
29. Guta Birbo	Ethiopie	1984	2h15'59	Rome 2009 (15ème)
Début sur Marathon :				
30. Kipsang Wilson	Kenya	1982	58'52	Ras Al Khaimah 2009 (2ème)
31. Kosgei Samuel	Kenya	1986	59'36	Berlin 2009 (2ème)
32. Testay Michael	Erythée	1976	60'39	Udine 2007 (13ème)
33. Betoni Sahle Warga	Ethiopie	1984	61'33	Paris 2010 (3ème)
34. Joncheray Pierre	France	1982	61'36	Udine 2007 (20ème)
35. Mesfin Haylu	Ethiopie	1982	61'59	Humarathon 2005 (6ème)

### WOMEN

FEMMES / WOMEN				
201. Baysa Atsede	Ethiopie	1987	2h24'42	Paris 2009 (1 <sup>re</sup> )
202. Daunay Christelle	France	1974	2h25'43	Paris 2009 (3 <sup>e</sup> ) Record de France
203. Beyene Tsegaye Tirfi	Ethiopie	1984	2h28'16	Shanghai 2009 (2 <sup>e</sup> )
204. Glok Olga	Russie	1982	2h28'27	Prague 2009 (1 <sup>re</sup> )
205. Urgessa Bizunesh	Ethiopie	1989	2h31'09	Mumbai 2010 (1 <sup>re</sup> )
206. Gisaw Melkam	Ethiopie	1990	2h31'55	Reims 2009 (2 <sup>e</sup> )
207. Kiliech Fauvel Fatiha	France	1975	2h34'29	Reims 2009 (3 <sup>e</sup> )
208. Mc Cambridge Maria	GB	1985	2h35'58	Paris 2009 (8 <sup>e</sup> )
Début sur Marathon / Start on Marathon				
209. Wangari Miriam	Kenya	1979	70'35	Lille 2007 (2 <sup>e</sup> )
210. Workitu Ayano	Ethiopie	1984	70'35	Birmingham 2009 (14 <sup>e</sup> )
211. Rosa Monica	Portugal	1978	73'09	Lisbonne 2006 (5 <sup>e</sup> )

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## HANDISPORT LINE UP



**Heinz FREI**, Suisse, 1958, 1h20'14" (Oita 1999) Recordman du monde sur la distance du Marathon **Marathon de Paris**: 4<sup>e</sup> en 2009, 3<sup>e</sup> en 2008, **Vainqueur en 2004**. Vainqueur Marathon de Berlin 2009. Vainqueur du Marathon d'Oita 2009. **Jeux Paralympiques** Pékin 2008 : Médaille d'or Handbike (route), Médaille d'or Handbike (Contre la montre). **Sur Marathon**: Médaille de bronze à Sydney (2000) et Atlanta (1996).

**Saul MENDOZA**, Mexique, 1967, 1h21'08. **Vainqueur du Marathon de Paris 2008**, 2<sup>e</sup> en 2007, 2006 et 2005. Vainqueur du Marathon de Londres 2005. 2<sup>e</sup> du Marathon de Los Angeles 2005. **Jeux Paralympiques** Athènes 2004 : Médaille d'or sur 1500 m.

**Denis LEMEUNIER**, France, 1965, 1h22'31". **Marathon de Paris** : 2<sup>e</sup> en 2008, 3<sup>e</sup> en 2007 et 2006. 9<sup>e</sup> du Marathon au Championnat d'Europe à Assen en 2005. 4<sup>e</sup> du Marathon de Wachau (Autriche) 2005. Vainqueur de la Coupe de France de courses sur route en 2005, 2004. **Jeux Paralympiques** Pékin Médaille de bronze sur 4 x 400 m.

**Roger PUIGBO VERDAGUER**, Espagne, 1978, 1h'23'22". **Marathon de Paris** : 3<sup>e</sup> en 2009, 4<sup>e</sup> en 2008, 5<sup>e</sup> en 2007, 4<sup>e</sup> du Marathon d'Oita 2005, 4<sup>e</sup>me du Marathon de Berlin 2005. Championnats d'Europe à Espoo 2005 : Champion D'Europe 400 m Vice-Champion 800 m, Médaille de bronze du Marathon.

**Jordi MADERA JIMENEZ**, Espagne, 1980, 1h31'39" (Oensingen 2005), **Marathon de Paris** : 8<sup>e</sup> en 2009, 7<sup>e</sup> en 2007, 8<sup>e</sup> en 2006, 6<sup>e</sup> du 5000 m aux Championnats d'Europe à Espoo 2005, 1<sup>er</sup> du Marathon d'Oensingen 2005, 6<sup>e</sup> du Marathon de Berlin 2005.

**Julien CASOLI**, France, 1980, 1h31'11". 2<sup>e</sup> du **Marathon de Paris 2009**. Médaille de bronze à Pékin Relais 4 X 400 m.

**Richard COLMAN**, Australie, 1984, 1h32'03". 6<sup>e</sup> du **Marathon de Paris 2009**. **Jeux Paralympiques**: Médaille de Bronze 400 m à Pékin, Médaille d'or à Athènes 800 m, Médaille d'argent à Athènes 4 X 100, 200 m.

**Rafael BOTELLO JIMENEZ**, Espagne, 1979, 1h22'18" (Padoue 2007). **Marathon de Paris** : 6<sup>e</sup> en 2007, 7<sup>e</sup> en 2006, 8<sup>e</sup> en 2005, 8<sup>e</sup> du Marathon de Berlin 2005, 9<sup>e</sup> du Marathon d'Oensingen 2005, 12<sup>e</sup> du Marathon aux Championnats d'Europe à Espoo en 2005. **Jeux Paralympiques** : 11<sup>e</sup> du Marathon de Pékin 2008.

**Diane ROY**, Canada, 1971, 1h40'04". **Jeux Paralympiques** : de Pékin 2008 : 8<sup>e</sup> du Marathon, Médaille d'argent sur 5000 m, Médaille de bronze sur 400, 800 m 2<sup>e</sup> du Marathon de Boston en 2008 et 4<sup>e</sup> en 2007, 3<sup>e</sup> du Marathon d'Oita en 2007, 6<sup>e</sup> du Marathon de New York en 2007.

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## MARATHON EXPO



### Opening hours

**Thursday 8th april 2010:** 3 PM to 8 PM

**Friday 9th april 2010:** 10 AM to 8 PM

**Saturday 10th april 2010:** 9 AM to 8 PM

### Getting to Marathon Expo

**Air:** 40 minutes from Roissy Charles de Gaulle airport, by the RER/metro or by car on the A1 expressway. 15 minutes from Orly Airport by the RER/metro or by car on the A6 expressway,  
**Bus :** lines 39 - 42 - 49 - Porte de Versailles station,  
**Metro :** line 12 - Stop: Porte de Versailles station,  
**Car :** Périphérique Ouest (West Ring Road), exits Porte de Versailles, Porte de la Plaine, Porte de Sèvres,  
**Taxi :** destination Parc des Expositions de Paris/Porte de Versailles.



### What to see and what to do in Marathon Expo!

Marathon Expo exhibitors welcome you on their stand to present you their last collections, test all novelties, advise you for the race on Sunday, and help you discover other numerous races in France and abroad ...

### Discover Triathlon !

You have the opportunity to try the 3 sports of Triathlon during Marathon Expo: Swimming thanks to a pool dedicated to wetsuits tests; Cycling via equipments designed to analyse your performances; and Running thanks to challenges organised on treadmill. Win many goodies!

### Decoration contest

Vote for your favourite stands in Marathon Expo 2010. Fill in and put down your leaflet in one of the ballot boxes. A big draw will allow you to win one of the 5 following prizes:

- 1st prize: a journey to Peking to participate in the Marathon + personalized training program (SDPO Organisation)
- 2nd prize: journey to Marrakesh for 2 persons (Escapades Agency)
- 3rd prize: a inscription for the Dunes Oman Marathon (Raid Sahara Organisation)
- 4th prize: a Polar RS300X SD
- 5th prize: a Polar FT7

### The Animations Area

Marathon Expo proposes you to discover climbing this year thanks to the installation of a 10m high wall. Come also to relax yourself thanks to numerous attractions presented by the Foire du Trône.

### Souvenir Picture

Leave with your own souvenir picture of the 2010 Paris Marathon. Photograph yourself just before the count down of the race.

### Conferences area

Every day, come to attend the conferences made by the exhibitors of Marathon Expo 2010 such as presentation of sports project, professionals' advice, and information on dietetics... You will also relive there the 2009 edition in DVD.

### Parades

The spring and summer running collections also have their parade. Every day come to attend the presentation of the current tendencies on the Marathon Expo podium.

### Athletes

French and international champions will be present on numerous stands for sessions of dedications and advice of a very high level.

### Paris Marathon Official Shop

Don't leave without a special souvenir from the Paris Marathon 2010!

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## 2010 MARATHON EXPO



## 2010 EXHIBITORS LIST

ZONE PARTENAIRES		ZONE DISTRIBUTEURS SPECIALISES		ZONE PRESS SPECIALISEE		ZONE COURSES INTERNATIONALES	
Asics	127-129	Endurance Shop	129-130	La Presse en course	26	AKO	190
Albi Paris	130-131	Evolution Shop	130-131	Les Couriers de la Liberté	44	Amsterdam Marathon	148
Association Diététique & Méthode	205-212	Roulet & Co Sport Shop	205-212	Motion de la Rochelle	54-68	Berlin 2010 - European Athletics Championships	146
Bataix	133	Running Concept	133	Paris Agat	61-65	Caromb International Marathon	154
Centre d'Épigenèse	134-135	Van Coten Sport	133-134-135	La Route du Louvre	61-65	Casvinage Marathon	160
COFFREZ	136-137			Marathon Bleu, Lake Mouton	18-19-24	Course sans Frontière	151
Jogging International	138-139			Marathon de Marseille	37	Edinburgh Marathon	5
L'Oréal Men Expert	140-141			Marathon de Metz	60	Etosha Marathon	156
Polar	142-143			Marathon de Montauban	74	Fiavel Maraton Hall Marathon	6
PMC	144-145			Marathon de Provence	78	IMC Europe Marathon (Luxembourg) - Fieseler - Bruxelles	152-158-157
Urban Di'Pole	146-147			Marathon de Rouen	40	Luxemburg Marathon	152
Vital	148-149			Marathon de Vesnes	53-55	Marathon de Geraulson	3
				Marathon des Alpes Maritimes	49-50	Marathon de Hérin	161
				Marathon de Bourgogne	42	Marathon de Dublin	4
				Marathon de Grand Toulouse	31	Marathon de Maracq - Buzançais	102-104
				Marathon de Metz	77	Marathon de Paris - SOPO	101-103
				Marathon du Midi	15-20-21	Marathon des Deux Rives	163
				Marathon du Nord	22-23	Marathon de Marolles	166
				Marathon du Sud	12	Paris Marathon	99
				Marathon de Valenciennes	45	Polish Running Festival	105
				Marathon de Vendée	39-41	Road Runners Organization	168
				Marathon de Vosges	56-58	Seneca Marathon	149
				Marathon de la Vallée de la Mayenne	32-34	Vanna City Marathon	159-156
				Marathon de la Vallée de la Saône	35-37		
				Marathon de la Vallée de la Seine	38-40		
				Marathon de la Vallée de la Somme	43-44		
				Marathon de la Vallée de la Vienne	46-48		
				Marathon de la Vallée de la Loire	47-49		
				Marathon de la Vallée de la Moselle	51-53		
				Marathon de la Vallée de la Rhodan	54-56		
				Marathon de la Vallée de la Saône	57-59		
				Marathon de la Vallée de la Saône	60-62		
				Marathon de la Vallée de la Saône	63-65		
				Marathon de la Vallée de la Saône	66-68		
				Marathon de la Vallée de la Saône	69-71		
				Marathon de la Vallée de la Saône	72-74		
				Marathon de la Vallée de la Saône	75-77		
				Marathon de la Vallée de la Saône	78-80		
				Marathon de la Vallée de la Saône	81-83		
				Marathon de la Vallée de la Saône	84-86		
				Marathon de la Vallée de la Saône	87-89		
				Marathon de la Vallée de la Saône	90-92		
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				Marathon de la Vallée de la Saône	477-479		
				Marathon de la Vallée de la Saône	480-482		

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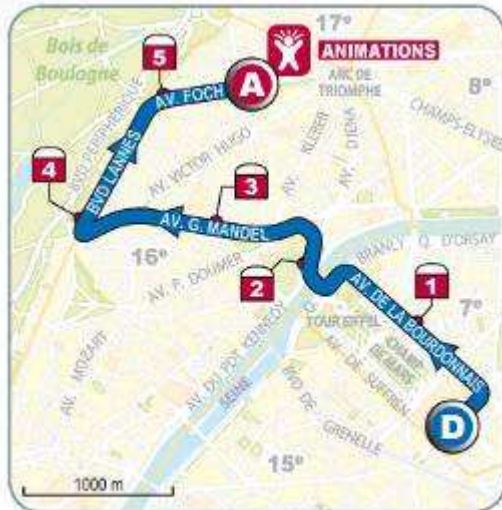


## THE BREAKFAST RUN

Saturday 10<sup>th</sup> of April 2010: two starts

**For the 5km:** The meeting is at 8:30 am in front of the Ecole Militaire – avenue La Motte-Picquet – 75007 Paris – Métro Ecole Militaire ou La Motte-Picquet

**For the children who can not run 5km:** Meeting is at the corner of the Avenue Raymond Poincaré and Avenue Foch, at 8:30 am for a run of 2km along the avenue Foch, in the direction of the Porte Dauphine and many others activities.



- 1- Av de la Bourdonnais
- 2- Av des Nations unies
- 3- Av Georges Mandel
- 4- Boulevard Lannes



Possibilité de courir 1 km, 1,5 km ou 2 km !  
De nombreuses animations vous attendent à l'arrivée !

**This year, the Race of the Unesco becomes the « Break-fast race », and gives a good place to the children between 6 and 77 years old!**

Our marathonian friends and their families are always welcome but our wish is to welcome moreover, all the children who want to run on kilometers that the champions will go through the next day! Between 2 km or 5 km, in the choice. Come and take you bib to the Marathon Expo or on the morning and departure of the race. At the arrival, various and many animations, dedicated to young public (games, presents...) and our traditional breakfast will be proposed! We wait for you in a family and friendly spirit!!



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## BANDS



For the 2010 edition, the 42,195 kilometer course will once again bloom with a long ribbon of multi-colored and festive activities. The course will thump to the beat of the cadence of the runner's feet along with the rollicking tunes of nearly 80 orchestras, bands and drummers who will be along the course for two reasons -- to help the runners in their long journey and to charge up the ever-increasing number of enthusiastic spectators.

Again this year, our sponsor GdF Suez is adding fun and colorful additions to the race, three times, Movie music with Harmonie Vincennes on stage at the halfway-point, Le Caillou dans la Chaussure on stage at Trocadéro, and the Yellow Dog Blues at the 41K point.

Also, marathons from the provinces and elsewhere will be present as in the past, with the usual honors from Terrils, Médoc, Beaujolais, Alsace, Marrakech, and Vannes.



Des Fanfares Débozarts avec La Voiture 4, les Accousmates, Les Josettes Noires, Les Youri Gargariz, des Bandas avec les Kiss La Joue et la Banda Kalimucho, des fanfares de village avec la Fraternelle, l'Espérance du Bocage et le Moulin à Vents, une Harmonie Fanfare avec l'Harmonie Vincennes. Des trompes de chasse avec le Bien Allé de Chennevières et les Trompes de Perrinet, des Pom Poms Girls, des majorettes et des Claudettes avec les Pom Pom du 12, les Claudettes de Brunoy, les Front Runers et les Reines du Twirling, une surprise avec les Miss de Courir le Monde, des terroirs avec le marathon des Oasis, le Médoc, le Beaujolais, Vannes, Chicago, le Marathon des Vignobles d'Alsace, de la world music avec les opérations spéciales Africa Run, Manche Oxygène, l'Arc, Dans les Pas du Géant, l'Œuvre des Pupilles des Sapeurs Pompiers, Le Lever du Soleil des Pitchounes, l'Unadev et Autour des Williams, des groupes de reprises avec les Djom's, DD Sibelle et ses MW, Demimo, GG D'Alfort et JJ L'Amoroso, Bretzel Liquid, Parking Privé et Ice Cooker. Des percussions africaines, cubaines et brésiliennes avec Manbisa, Mulêketu, les Percu Fola, Sigui Fare, Batuloca, Timbao, Bimusso, Maracujà, Tchoké Varé, Zâлиндé et Choukaj Mas Pari. Du jazz et du New Orleans avec le Big Martin, le Yellow Dog Blues et Hot Swing Orchestra. Et des Clowns musiciens avec BL Animations.

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## SOME ECO-RESPONSIBLE GESTURES

I privilege the public transports or the car-pooling, to go to Marathon Expo, as well as to come and go back from of race.



I give my worn running shoes to a charity, stand n° 62 at Marathon Expo, which will distribute them to populations in Africa.



I put all my plastic bottles in the special bins "VITTEL" positioned on the route.



I use the recyclable poncho given to me at the departure as well as the reusable windbreak given at the arrival.



I wear the special bib, available on the GDFSUEZ stand, at Marathon Expo, to make the other participants sensitive to my eco-responsible commitment!

**ECO-COUREUR**

**RESPECTONS  
NOTRE MARATHON!**

**GDFSUEZ**

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## GPS TRACKING

### New GPS Tracking System Live on the Internet...



A small and light-weight sports GPS device that you wear during the races with online visualisation. Family, friends and everybody else interested can follow their personal favourite participants in real time. Afterwards, the event can be replayed in several replay speeds, allowing competitors to analyse their achievements.

On the 2010 Paris Marathon, you will be able to rent this service.

The offer is limited to 300 runners only.

You can now reserve this service for 30 euros on the link below :

[http://www.sportinnovation.fr/produits-services/GPS\\_en.php](http://www.sportinnovation.fr/produits-services/GPS_en.php)



After your reservation, you will pick-up the material on Marathon Expo and give it back on the finish area.

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## SOLIDARITY ACTIONS (1/6)

### ARC: Association for research against cancer



The French Association for Cancer Research (ARC – Association pour la Recherche sur le Cancer) will be at Paris Marathon supporting and encouraging runners who show solidarity to its cause. Many will run the race, wearing our colors. Because they decided to add a “human dimension” at their challenge by collecting funds for cancer research. ARC members will be present at Marathon Expo to welcome public, runners and their family during the three days manifestation. About the French Association for Cancer Research.



By financing the most innovating research projects in cancerology, the French Association for Cancer Research (ARC – Association pour la Recherche sur le Cancer) takes an active part in fighting cancer in France.

In order to give researchers the ability to explore every scientific field related to cancer, the Association carries out a dynamic research policy giving priority to innovation. This policy is conducted thanks to private givers generosity and excluding any public allocation.

Thanks to the generosity of 230 000 donators, the Association is spending more than 75% of its funds to support an average of 710 research projects every year.

#### **PRESS CONTACT**

Séverine Voisin / Valérie Mulot

Tel. : 01 45 59 59 45

[presse@arc-cancer.net](mailto:presse@arc-cancer.net)

### AFRICA RUN



A.F.R.I.C.A. RUN aims at the collection, at the routing and at the distribution of running shoes new or second-hand to the populations of Africa.

The founder members are marathon runners, big consumers of running shoes.

The idea is to help the populations the most deprived for simple things such as to go to school in some kilometres of their village without injuring itself or allowing them the sport in good conditions.

The routing of shoes is realized via the chartering of dedicated trucks or maritime freight. They are then handed to the local associations which take care to make it the best usage with schools, free health centers and institutions which need it. Then, if you wish to support this project, think of putting down your sport shoes, tied up by pairs and in good condition on the occasion of Paris Marathon 2010..



#### **AFRICARUN**

[www.africarun.org](http://www.africarun.org)

[info@africarun.org](mailto:info@africarun.org)

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## SOLIDARITY ACTIONS (2/6)

### ESCP Europe – Running / Autour des Williams

Heart challenge!



#### "5 marathons in Europe for the Williams-Beuren Syndrome"

At the initiative of ESCP Europe, large European business school, a team of students, ex students and supporters of the school have already run 4 marathons in Europe (Madrid and Berlin 2007, Turin 2008 and London 2009) to raise funds for genetic research. These funds are paid to the french association « Autour des Williams », representing Williams-Beuren syndrome (accidental genetic disease). To date, € 30 000 have been removed.

This challenge will end on Sunday, April 11, 2010 at the Paris Marathon. On this occasion, more than 70 runners will carry the colors of ESCP Europe and Autour des Williams. They are willing to raise 30 000 € collect donations on this unique marathon. Sponsored by Stephane Diagana, this team is the largest charity team running the Paris Marathon.

**A supporters Team will meet in the Bois de Boulogne for a huge ovation to the ESCP Running-Autour des Williams riders !**

Running is good for health, and research!

For more information : [www.5marathons.com](http://www.5marathons.com)

#### **Williams-Beuren syndrome**

Its main symptoms are heart defects, mental retardation, common features in physical and behavioral, retardation in psychomotor and language development. The intensity of symptoms varies, but all the concerned people behave like hypersociable, ranging easily to others. They are very sensitive to loud noises and have aptitude for music, great capacities of language and a good auditory memory.

The estimated number of people affected is nearly 7,000 in France and 300,000 worldwide.

#### **« Autour des Williams »**

This charity is the French association of Williams-Beuren syndrome, a genetic disease characterized by abnormal development. Today, no treatment can cure Williams syndrome, which affects accidentally about one birth for 7500. « Autour des Williams » raises funds for research, supports families and communicate to the public and health, education and inclusion professionals. « Autour des Williams » represents about 200 families. Through solidarity actions undertaken in his favor, such as the « 5 Marathons challenge », « Autour des Williams » gave more than 263,000 euros in research on Williams syndrome from 2005 to 2009.

**« Autour des Williams » will welcome you Saturday, April 10 on the Breakfast Race: We are waiting for many families to come for family entertainment and fun! Sack races face painting, drawings, demonstrations of magic...**

#### **PRESS CONTACT**

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Gilles Gouteux, responsable des MS Executive : [ggouteux@escpeurope.eu](mailto:ggouteux@escpeurope.eu)

Pauline Delpierre : [autourdeswilliams@yahoo.fr](mailto:autourdeswilliams@yahoo.fr)

Autour des Williams, 10 rue de la Jonquière, 75017 Paris, France

[www.autourdeswilliams.org](http://www.autourdeswilliams.org) / +33 688 394 907



# MARATHON DE PARIS

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## SOLIDARITY ACTIONS (3/6)

### DANS LES PAS DU GÉANT



Our organization "Dans les Pas du Géant" was founded in 2005 with the aim of bringing a moral and/or material support to children with cancer and their families. We are also funding medical research in this domain. As of today, over 150 people contribute daily to our organization. In 2010, we have chosen to focus on bone marrow donation which is key in the medical treatment of serious diseases such as leukemia that mostly affects children and teenagers. The Paris Marathon is a unique opportunity to reach a large and healthy audience and increase their awareness of bone marrow donation. We also want to overcome preconceived ideas on the subject.

Our objective is to motivate people to register to the National Bone Marrow Repository and significantly improve chances for children in need of bone marrow transplant.



#### **PRESS CONTACT**

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### MANCHE OXYGÈNE



Manche Oxygène is an association from Granville (50-Manche) which has to make live their dream with heavy handicapped people. How ? By pushing and drawing them at the time of international marathons thanks to a specific and original attachment. Born in December 1998, Manche Oxygène account already in its credit marathons of New York (1999), Caen and Berlin (2000), Paris (2001), London (2002), Paris and Le Medoc (2003), Amsterdam (2004), Palermo (2005), Paris (2006), Dublin (2007), Paris (2008) and Budapest (2009). The marathon of Paris 2010 will constitute the 14th project of Manche Oxygène in 12 years. And it is not finished. Madrid 2011 could enrich the heart prize list of association.

On the Expo Marathon, the public will be able more largely to discover association and to perceive the race armchairs. It will be a strong moment for Manche Oxygène because the association will be seen by several thousands of people.

#### **PRESS CONTACT**

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## SOLIDARITY ACTIONS (4/6)

### Art Miles France

**The Art Miles Mural Project** is a 12 year project that has been officially recognized supporter of the International Decade for a Culture of Peace and Non Violence Among Children of the World (UNESCO 2001-2010) and whose mission is to bring people together through the arts. The project began in Bosnia, in 1996. Since that time, more than 4,000 murals have been created by over ½ million participants from more than 125 countries. As an organic offspring of the mural project, children from all over the world were inspired to paint individual pairs of new canvas shoes, **The Art Miles Shoes of Hope**, that are personalized by inserting messages into the shoes to be delivered to children and youth in need. To date, more than 47,000 pairs of shoes have been delivered to the Appalachians in the USA, to Bangladesh, Cambodia, Gambia, Kenya, Mexico, Uganda, South Africa and Sudan.



#### **PRESS CONTACTS**

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### Œuvre des Pupilles des Sapeurs Pompiers



Our Association, called « Œuvre Des Pupilles Orphelins Et Fonds D'entraide Des Sapeurs Pompiers De France », shortly "ODP", has been created in 1926. Since then, we offer a constant moral, financial and social support for all the children from whom the relative Fireman civilian (professional or volunteer) or serviceman died in or except commanded service, as well as we help firefighters 'families in the need. To date, 914 Orphans are taken under our wing. In 2009, 17 Firemen died in Commanded Service so leaving 27 Orphans.

Our actions are numerous. Here are some examples, as: Payment of quarterly allowances, Organization and coverage of stays of holidays and punctual demonstrations, Help to the driving licence and the BAFA, psychological, Accompaniment by a professional, Support for the integration in certain schools, administrations and institutions, and to the insertion in the professional life, Help for the remedial courses ...

The action of the "Oeuvre des Pupilles" bases itself on the fundamental values of solidarity and altruism which lead the profession.

The absence of a parent is certainly irreplaceable but everything is implemented so that it is made the least painful possible.

A big team of more than 1.000 runners is going to run for the orphans of all the Fire brigades of our nation. Why? Because: to run, it's good, but to run for them, it is still better.

<http://www.orphelinsdespompiers.org>



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## SOLIDARITY ACTIONS (5/6)



### LE LEVER DE SOLEIL DES PITCHOUNES

The association has for object to enable children with orphan and rare diseases to be cared in France or abroad, great specialists.

We currently have 4 children with disabilities by the disease including Jennyfer witch is ready by a rare extremely disease that causes necrosis of the lung. She must live in a specialized centre (Fort Romeu) 500km far away from hers parents, sisters and brothers in the heart of the professors French Pneumologues Mountains. They want her to do a medical travel to consult others specialized professors in Florida or Canada.

We have made Jennyfer our priority because the specialists give her only 1 or 3 years more to live.

We therefore need 20 000 euros very quickly.



#### **PRESS CONTACT**

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## UNADEV : Union Nationale des Aveugles et Déficients Visuels



Established in Bordeaux ( S-W of France ) since November 16th 1929, the National Union of Blinds and Partially Sighted People have as an objective the improvement of the day-to-day of blind people The "UNADEV" is a place of information, listening, education, activity and help for blind.

It's creed in 3 words: dignity, autonomy and social integration.

In order to get more information, please click on [www.unadev.com](http://www.unadev.com)

#### **PRESS CONTACT**

Patrick Day

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[www.unadev.com](http://www.unadev.com)



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## SOLIDARITY ACTIONS (6/6)

### Courir Pour Elles



Courir Pour Elles' purpose is to bring together at its run/walk on May 23, 2010 all women who wish to help the fight against female cancers.

To support Courir Pour Elles, just register online [www.courirpourelles.com](http://www.courirpourelles.com) and show up at the Lacroix-Laval park (13 km from Lyon) on Sunday May 23, 2010 to run or walk the distance of your choice (5km or 10 km).

All profits plus 1 euro per registration will be given to organizations that fight cancer, help distribute early screening information, and contribute to medical research projects.

This day is to be a family day of conviviality.

At the start/finish area the sponsors will offer: a warm up by FSCF coaches, « prevention » booths, « advice » booths for HER and also a lot of other entertainment as well as a child care service for youngsters, a music stage. During the award ceremony there will be many raffle drawings.

Refreshments for "Dad's" include a wine tasting organized by the Beaujolais Marathon. A giant post-race bring-your-own picnic is planned.

Grab your running shoes and join us! It's for a good cause.

Register on line: [www.courirpourelles.com](http://www.courirpourelles.com)



### PRESS CONTACT

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[www.courirpourelles.com](http://www.courirpourelles.com)

## LAURETTE FUGAIN ASSOCIATION



Because each one of us has the gift to help the patients suffering from leukemia, a whole team raises each year this sporting challenge of the heart. For now 6 years and thanks to the official support of the organization of the Marathon of Paris, you have been more and more numerous and more and more motivated to take up this insane challenge, to move forward together for life, supporting the fight of Association Laurette Fugain and those who are struggling against leukemia. We hope many of you will join this team of the heart, to run the Marathon of Paris under the banner of Association Laurette Fugain.

**Only one objective, to push your limits to inform and to make the greatest number aware of the importance of the "donate yourself" attitude (blood, platelets and bone marrow).**

If you are already registered with the Marathon of Paris 2010 and you wish to join our team, your efforts will help support medical research.

For further details or to get registered with the Team: <http://philippides2006.free.fr/>.

For more information about donate yourself: [www.laurettefugain.org](http://www.laurettefugain.org)

Thank you for your support.



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## MAJORS PARTNERS (1/2)

**GDF SUEZ s'engage pour un Marathon de Paris plus respectueux de l'environnement**



GDF SUEZ is official partner to the International Paris Marathon for the 7<sup>th</sup> straight year and will hold to three abiding principles as it plays its part: sustainable development, internal team mobilisation and innovation.

For the first time, GDF SUEZ will implement an awareness-raising programme to stir marathon participants and viewers to adopt environmentally-friendly behaviour.

Upon GDF SUEZ's initiative, an Eco-Runner's Charter will be handed out to all participants and symbolised through some 100 ambassadors, selected from amongst the runners and specially-clad in green for the occasion. Any other runners wishing to be part of the approach will be able to pick up a jersey designed specifically for the operation, at the GDF SUEZ stand, at Marathon Expo.

Many of the Group's employees will, moreover, be mobilised for this major event in the running world. 600 employees from Belgium, Finland, France, Germany, Italy, the Netherlands, Romania, Russia, the United Kingdom and the United States, will be at the starting line, on Sunday 11 April, for event, unique in France.

Lastly, GDF SUEZ will contribute to the success of the Paris Marathon by offering a wide range of innovative services and activities for the runners and spectators: an SMS service "*Vos efforts en direct*" so that the marathon runners so desiring can receive messages showing their midway times live, a relaxing massage at the GDF SUEZ space at Marathon Expo, live musical events all along the marathon's route...

With the "Open GDF SUEZ" Tennis Tournament, the French Football Team's matches and the "Rando GDF SUEZ" walking event that will be held in Paris, next 13 June, the Paris Marathon will be one of the standout events of the sponsoring programme run by GDF SUEZ, a major contributor to sport in France.

*GDF SUEZ is a major supporter of sports in France, active through football and women's tennis, judo, nature sports and adventure.*

*The Group's sport sponsoring policy is aimed at:*

- *bringing life to socio-economic activity in the regions and anchoring the company's presence on a local level: GDF SUEZ has developed more than 200 sporting partnerships across France.*
- *contributing to sport's renown, serving team spirit and performance: supporting sporting bodies and playing a driving role in designing and promoting international, national and local events.*
- *supporting athletes over the long term and at every stage of their career.*
- *fostering social insertion through sport: supporting associations such as "Fête le Mur", "L'Agence pour l'Education par le sport", "La Fondation du Football", "Tennis en Liberté" and others...*

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# MARATHON DE PARIS

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## MAJORS PARTNERS (2/2)

ASICS official partner of Marathon de Paris 2010



ASICS, leader brand in running market, is one more time the official partner of the Paris Marathon for the upcoming years. The association with a series of the most prestigious marathons on the planet – New York, Tokyo and now Paris – is based on ASICS' vision to be the world leader in running. The Paris Marathon is one of the major European running events, in terms of participation, media coverage and course beauty. ASICS fit out more than 40% of the marathon runners. It is a natural fit for ASICS to be associated with such a renowned showcase event.

For this occasion, ASICS launch a shoe exclusively created for the special event. The GEL-Nimbus 11 takes the marathon colours to become a special edition with all the ASICS technologies.

ASICS is proud to be partner of one of the most exciting marathons.

### PRESS CONTACT

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COMMUNIQUÉ DE PRESSE

## LA CHAUSSURE DU MARATHON



PARTENAIRE OFFICIEL DU MARATHON DE PARIS POUR LA DEUXIÈME ANNÉE CONSÉCUTIVE ASICS LANCE UNE CHAUSSURE EXCLUSIVEMENT CONÇUE POUR CET ÉVÉNEMENT MAJEUR EN EUROPE.

ASICS GEL-NIMBUS 11 adapte les couleurs de marathon pour devenir une édition spéciale dotée de toutes les technologies ASICS.

**Pour ELLE**

Prix : 140€  
Du 35,5 au 42  
Poids : 298 g



**Pour LUI**

ASICS, marque incontournable de tous les coureurs, séjourné à ce jour plus de 40% des marathoniens.

Elle est incontestablement la marque leader du running. ASICS est fier d'être partenaire d'un des plus grands marathons du monde.

Prix : 100€  
Du 39 au 48  
Poids : 345g



**CARACTÉRISTIQUES TECHNIQUES :**

**Impact Guidance System (IGS)** = association de différents matériaux qui permettent d'absorber et d'atténuer l'impact jusqu'à l'impulsion de la foulée. Système à ressort GEL-Taken et AsicGel pour améliorer le choc à l'impact et lors de l'impulsion, apporte une flexibilité totale de mouvement lors du cycle de la foulée.

**ComfortDry** = système de gestion de la chaleur qui apporte confort dans un environnement particulièrement chaud plus longtemps et plus vite.

**La poche asymétrique** étudiée pour réduire tout risque d'irritation et améliorer le maintien et le confort.

**Overleaf** = Spéciale avant-pied = élément supérieur de la semelle dotée de caractéristiques pour l'avant et pour la femme qui permet d'équilibrer l'impact en apportant une efficacité biomécanique.

**Rembourrage FF** = matériau ultra-léger intelligemment placé sur la zone de décollage pour améliorer les risques de blessure.

Infos lecteurs au 04 67 15 40 00  
[www.asics.fr](http://www.asics.fr)

**{zmirov}** ZMIROV COMMUNICATION | [www.zmirov.com](http://www.zmirov.com) | [zmirov@zmirov.com](mailto:zmirov@zmirov.com)  
41, rue Jean-Jacques Rousseau 92001 Paris | [www.marathondeparis.com](http://www.marathondeparis.com)

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## OFFICIAL PARTNER

Do you know how long you have not changed bedding?



Good bedding is renewed every 10 years.

A mattress does not last forever. Each night, it works for you.

Mattresses and bedding should be changed simultaneously.  
Remember, you invest for your health and your well-being!

Watch it: if it retains the shape of your body at sunrise or if it tends to become hollow, it doesn't provide more effective support.

It is a question of well-being!

Take care to your body after waking up: have you backache? Your body is stiff?  
This may be a sign that your mattress does not guarantee more a sufficient muscle relaxation for beauty sleep.

Renew your bed early enough also provide you a healthy sleeping: a sleeper loses 0.4 liters of water each night in sweat! Over the years, the filtering materials of the mattress lose effectiveness.

All tips to choose its bedding on [www.bultex.fr](http://www.bultex.fr)

### PRESS CONTACT

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## OFFICIAL PARTNER OF THE PASTA PARTY

Mezzo di Pasta leader on the French market of Fast food Fresh Pasta restaurants



With 115 places all over France, will be this year the official partner from Paris Marathon Pasta Party that will become for this special occasion the "Mezzo di Pasta Party".

More than 40.000 Cups of Pasta ( isothermal pack which preserves the heat of the Pasta and served in all Mezzo di Pasta restaurants) will be served on the Marathon Expo located Porte de Versailles the 9<sup>th</sup> and 10<sup>th</sup> of April from 11.00 AM to 8.00 PM.

All the dinner guests will appreciate the quality and the freshness of all Mezzo di Pasta Products.

Within this occasion Mezzo di Pasta organize a big internet game on it's web site

[www.mezzodipasta.fr](http://www.mezzodipasta.fr) The gifts will be 10 of the last registration for the Paris Marathon, a trip in New York and a lot of other prizes.

### PRESS CONTACT

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## OFFICIAL SUPPLIERS (1/4)

Official bank and supplier  
CAISSE D'EPARGNE



Official bank & Sponsor  
CAISSE D'EPARGNE, in the steps of Paris Marathoners

Caisse d'Epargne - official bank and supplier of the Paris Marathon - will be of great help again this year to the 40 000 runners of the 34th edition of the largest French marathon.

Indeed, for its 12 years of partnership with the Paris Marathon, Caisse d'Epargne will offer many activities to all running fans before and during the event.

Runners can log on [www.espritrunning.com](http://www.espritrunning.com) to prepare for the marathon, share with other runners and find great videos of the previous editions.

Paris Marathon runners are all invited to visit the Caisse d'Epargne stand during the Marathon Expo. They can request their free pace-keeping bracelet which will help them during the race; meet the marathon pace-keepers, led by the famous marathon champion Dominique Chauvelier and take part in a great competition to win many prizes. On the day of the Marathon, its « squirrel » will cheer up the marathoners.

### PRESS CONTACT

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## In the race... with VITTEL



VITTEL, official supplier of the Paris Marathon, is providing the **40,000 runners with 450,000 bottles of water**. The bottles will be distributed from the races' 8 refreshment points, (at km 5, 10, 15, 20, 25, 30, 35 and 40), as well as at the arrival.

Water is essential for all sports men and women because it makes up 79% of our muscles and good hydration contributes to maintaining physical performance! To finish their race, the half-marathon runners will therefore have to make sure they drink regularly.

VITTEL, in being concerned for the environment, and whose bottles are **100% recyclable**, wanted to make runners aware of the importance of recycling. Appropriate and specific labelling was therefore designed to make this environmentally-friendly action easier: 100 bins, with the brands' colours have been placed at the various refreshment points.

VITTEL is a brand of the NESTLE WATERS group. This partnership is an opportunity to promote sport amongst its personnel by inviting them to run the half-marathon.

### PRESS CONTACT

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## OFFICIAL SUPPLIERS (2/4)

### The Guadeloupe & Martinique Banana



For the 3<sup>rd</sup> year in a row, the Guadeloupe & Martinique Banana will be the runner's partner during the Paris Marathon, on April 11<sup>th</sup>.

To the incomparable taste, it is the fruit of unique patience and attention of the growers but also the fruit of the wealth of the land on which it grows.

Rich in carbohydrates (sugars quickly likened by our body which establish the main fuel of the body) as well as in vitamin B6 and magnesium (10 % of the Daily Contribution Recommended for 100 g), the banana will give the runners all the necessary energy to avoid possible cramps.

Like every year, the Guadeloupe & Martinique Banana will be at each step of the running. All together, more than 10 000 bananas will be offered (equal to 22 tons).

All our current events on our website: [www.bananeguadeloupemartinique.com](http://www.bananeguadeloupemartinique.com)

#### **PRESS CONTACT**

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### POLAR



Historically, Polar has always been in the heart of this beautiful and great running race, on the wrist of passionate and true runners.

This year and until the 11<sup>th</sup> of April, the public is invited to visit the best specialist running shops reselling Polar to measure for free their HRMax. **This essential and personalized information ensures you to follow secure, motivating and efficient training plans.**

In its website, dedicated to the event, the brand offers expert services to the runners. You just have to chose your target pace and then download your HR based plan, signed by the specialist partner, Dominique Chauvelier. Online also, a competition to win your number and trip for the Istanbul Marathon or Polar heart rate monitors... Training articles and tips linked to the running world.

[www.polar-parismarathon.com](http://www.polar-parismarathon.com)

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## OFFICIAL SUPPLIERS (3/4)

L'Oréal Men Expert, the official skincare brand of Paris Marathon



Cold, rain, sun, pollution: the training for a marathon jeopardizes men skin. For the second year, L'Oréal Men Expert becomes official Paris Marathon provider, to make runners feel good in their skin as well as in their running shoes!

Before running, prepare your skin with Hydra Sensitive, a moisturizing care especially conceived to fortify sensitive skins.

After running, find back a cool look in spite of tiredness with the Hydra Energetic Eye Roll-on, efficacy proven against bags and dark circles.

L'Oréal Men Expert Skincare for men, because you're worth it!

### PRESS CONTACT

Evelyne Choquet

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Next 11<sup>th</sup> of april, Alfa Romeo is once more Partner of the Marathon de Paris 2010, for the 4th consecutive time



Along the 26 224 miles, the brand will support the 40.000 runners. For this event, Alfa Romeo will let at disposal of the organization a pool of cars for the starting point of the race and as official clocking cars. This Partnership between the Italian manufacturer and the main sporty event of the year in Paris takes a specific feature this year as Alfa Romeo is underlining its Centenary. For further information, you can also connect on the [www.alfaromeo.fr](http://www.alfaromeo.fr) official website and discover the brand new compact hatchback Alfa Giulietta that initiates a new successful centenary for the brand. With this partnership, Alfa Romeo thus reaffirms its passion for sport and competition **as well as its confidence in the future : "Alfa Romeo, Cardiac accelerator for 100 years more !"**

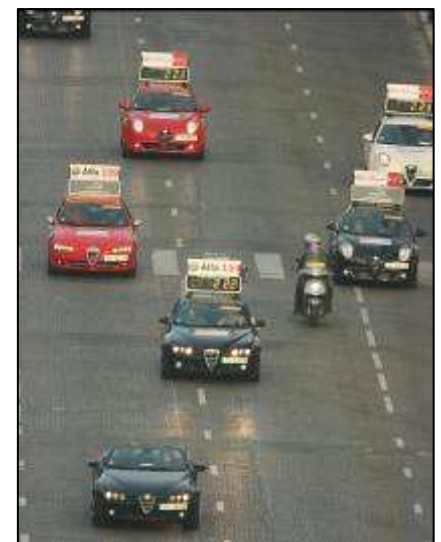
### PRESS CONTACT

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## OFFICIAL SUPPLIERS (4/4)

### Laboratoire ratiopharm



Ratiopharm, Europe's second largest generic drug company, has been the first to produce generic products which represent a central innovation to ensure a sustainable healthcare system.

In 2010, ratiopharm puts the emphasis on cardiovascular diseases by supporting high-level research on cardiovascular disease and advising pharmacists.

In order to meet the professional needs of pharmacists, ratiopharm is involving in a program due to help pharmacists enhance the level of patient care : « l'année du cœur ». We are convinced that cooperative efforts contribute to handle this major healthcare issue.

Ratiopharm is thus committed to developing research on cardiovascular disease and work in tandem with pharmacists to inform patients.

#### Laboratoire ratiopharm

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Internet : [www.ratiopharm.fr](http://www.ratiopharm.fr)

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## ENVIRONMENTAL PARTNER

### ECO-EMBALLAGE RECYLCES THE PARIS MARATHON



Let's recycle the Paris Marathon with Eco-Emballage

So that runners take action for the environment during the marathon, Eco-Emballages will give them the opportunity to sort the 450 000 bottles of water they will drink. Objective: **To recycle 100% of the bottles !**

To turn the bottles back into raw material, Eco-Emballages will set up a simple and effective operation :

- 20 yellow bins placed all along the circuit into which the runners will throw their empty bottles. The bottles will then be taken to the sorting centre and then to a plastic packaging recycling plant.

Since 1992, Eco-Emballages has federated and partnered all the players involved in sorting and recycling household waste. Thanks to the collective commitment of companies, communities, citizens and recycling professionals, 63% of household packaging is recycled in France. Today, Eco-Emballages wants to heighten public awareness using a popular event, and allow people to sort their waste outside the home, in between sprints!

#### **PRESS CONTACT**

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# MARATHON DE PARIS

34<sup>e</sup> édition \* Dimanche 11 avril 2010



## BROADCASTING TV

### FRANCE

FRANCE 3, live from 8h30 AM to 11h30 AM

EUROSPORT France, live from 8h30 AM to 11h30 AM

### EUROPE

EUROSPORT INTERNATIONAL, live from 8h30 AM to 11h30 AM

### AFRICA

SUPERSPORT (pan Afrique), live

CFI, live

### NORTH AMERICA

VERSUS (United States & Canada), final program

### SOUTH AMERICA

SPORT TV (BRASIL), live and final program

### ASIA

EUROSPORT ASIA (pan Asia), final program

TEN SPORTS (India), final program

### MIDDLE EAST

AL JAZEERA (pan Middle East), final program

### OCEANIA

SBS (Australia, final program)

SKY TV (New Zealand), final program

### NEWS WORLD

UER

REUTERS

SNTV

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## A YEAR OF SPORTS WITH A.S.O.

Like the Tour de France, Paris-Roubaix and many other classics, the Dakar, the Alstom Open de France or the Merrell Oxygen Challenge, The Paris International Marathon is organised by Amaury Sport Organisation.

A.S.O, a name that guarantees expertise in sports events; a dynamic company whose staff all pursue the same objective: organisation of high quality, popular, spectacular competitions that respect sports'ethics.

### Events like Paris International Marathon.

#### Mechanical Sport

[www.dakar.com](http://www.dakar.com)

Le Dakar (January)  
Silk Way Rally (September)

#### Cycling

[www.letour.fr](http://www.letour.fr)

Tour of Qatar (February)  
Ladies Tour of Qatar (February)  
Tour of Oman (February)  
Paris-Nice (March)  
Critérium International (March)  
Paris-Roubaix (April)  
Flèche Wallonne (April)  
Flèche Wallonne « Femmes » (April)  
Liège-Bastogne-Liège (April)  
Tour de Picardie (May)  
Classique des Alpes « Challenge National Juniors » (June)  
Critérium du Dauphiné (June)  
Tour de France (July)  
Etape du Tour Mondovélo (July)  
La Vuelta a España (August-September)  
Tour de l'Avenir (September)  
Paris-Tours (October)

#### Athletics

[www.parismarathon.com](http://www.parismarathon.com)

Semi-Marathon de Paris (March)  
Marathon de Barcelone (March)  
Marathon International de Paris (April)

#### Golf

[www.alstom.opendefrance.fr](http://www.alstom.opendefrance.fr)

Grand Prix Schweppes (April)  
Alstom Open de France (July)

#### Outdoor

[www.oxygenchallenge.com](http://www.oxygenchallenge.com)

M.O.C. (Merrell Oxygen Challenge) (May)

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