



Fredericton **Marathon** *2025 de Fredericton*



City of Fredericton – Livable Communities
April 3, 2025

Fredericton Marathon race weekend

The Fredericton Marathon weekend consists of:

Race kit pick up and Expo –
Friday & Saturday

5k and Youth Fun Run –
Saturday

10k, 21.1k and 42.2 k* – Sunday

Known as fast, flat and fun

*Boston Qualifier

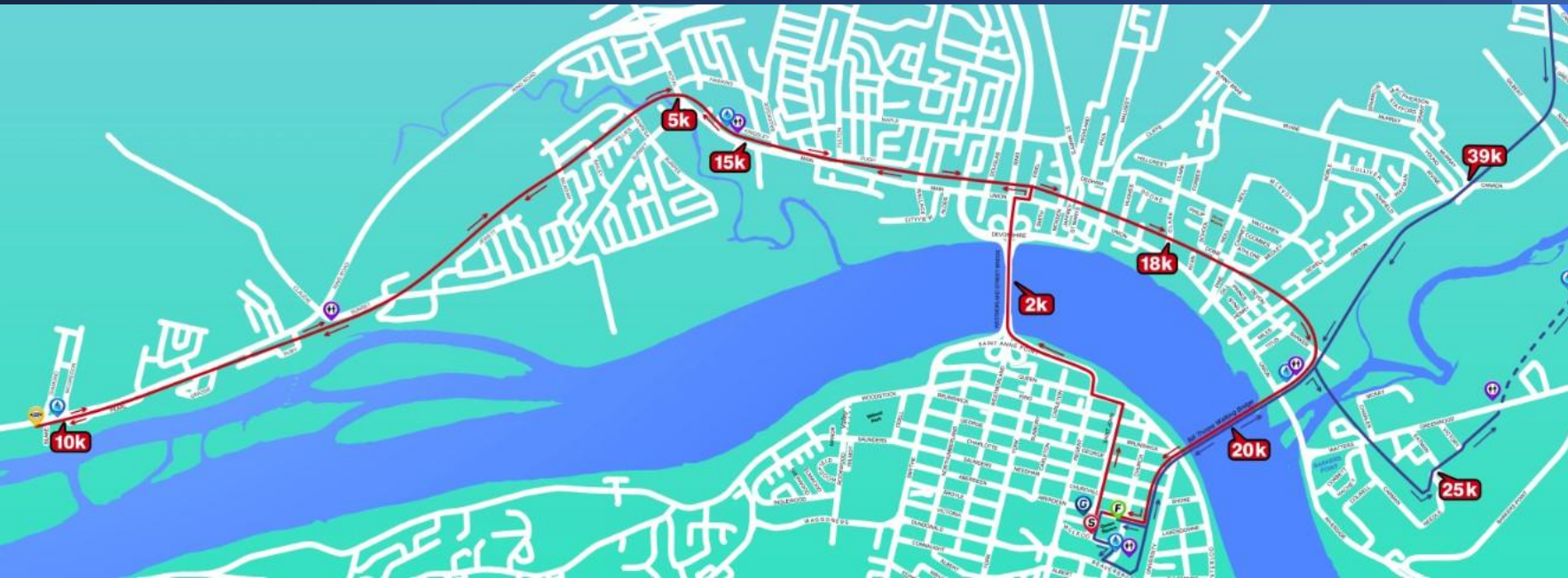


Participation

- **3,062** participants 2019
- **672** participants 2020*
- **1,453** participants 2021
- **1,668** participants 2022
- **2,148** participants 2023
- **2,815** participants 2024



New Route



Due to trail congestion and significant increases in both the 2024 half and full marathon events, we revised our marathon route to address this problem. The new route sees full marathoners running out past the City limits by Blake Court before coming back to the start line area by Queen Square Park to start a second loop going out Penniac via the Bill Thorpe Walking Bridge.

Strategic Plan



In 2023, FMI created a five-year strategic plan to guide us to our 50th anniversary in 2028.

Highlights include:

- More heads in beds by increasing participation numbers
- Host national championship race in Fredericton

Road Race Label Program

In 2023, Athletics Canada initiated the Road Race Label program designed to raise the profile of Canadian races which, in turn, will offer a superior participant experience

- Increase the number of high-level competitions in Canada
- Reduce the amount of travel required by Canadian Athletes
- Help to develop athletes for future National Team representation



May 2025

As part of May 2025 Fredericton Marathon race weekend, FMI applied for a Road Race Label event.

Athletics Canada awarded us a 5k Road Race Label status.

This road race label status is a first for Atlantic Canada, making it the only race east of Quebec City.

Bringing the 5k event to the downtown core Saturday morning*



Partnership



- Montreal Marathon, Maine Marathon, Valley Harvest Marathon and Legs for Literacy **2022**
- Legs for Literacy **2023**
- Legs for Literacy, Valley Harvest Marathon **2024**
- Bluenose Marathon, Legs for Literacy **2025**
- Advertise in Canadian Running Magazine, New England Runner

THANK YOU

City of Fredericton Sports Tourism has been a valuable partner for many years, partnering with our event.

FMI (Fredericton Marathon Inc.) looks forward to continuing and expanding our partnership especially over the next few years*



Fredericton
Sports Tourism / Tourisme sportif

Questions

