PROGRAM IMPACT
Marathon Kids engages participants across the country in our customizable program offered at schools, out-of-school time and to families.

*Data in this report represents June 1, 2016 - May 31, 2017.

1,120 running clubs in the 2016-2017 season

180,648 runners in the 2016-2017 season

308 families participate in Marathon Kids at Home, 36% increase from 2015-2016

34 states have Marathon Kids at Home families, 18 new states added compared to 2015-2016

PROGRAM FEEDBACK
The Finisher Survey serves as Marathon Kids’ end-of-season evaluation to ensure our program remains simple, effective, and fun.

COMPLETED SURVEYS 743

RUNNERS REPRESENTED 143,103

97% of Coaches report that Marathon Kids helped them reach their MVPA goals

364,471 marathons completed
Coaches who report utilizing the Coach’s Guide are 2.5 times more likely to have runners reach the ultimate 104.8 mile goal.

- 98% Coaches report “I enjoyed doing Marathon Kids very much”
- 98% Coaches report “Marathon Kids was fun to do”
- 97% Coaches report “I would be willing to do Marathon Kids again because it has some value to me”

9.5 million+ miles run

190 million+ minutes spent in moderate-to-vigorous physical activity

165,847 runners, parents and community members attended a local Marathon Kids event.
For the second consecutive year, Marathon Kids worked with Austin Independent School District (AISD) to implement the Marathon Kids program district wide. Each child in 1st-5th grade participated in Marathon Kids, led by their classroom teacher, during the daily Workout for Wellness (WOW) time.

81 participating elementary schools in the 2016-2017 season

34,391 runners in the 2016-2017 season

10 minutes of Marathon Kids daily

51.5 million+ minutes spent in moderate-to-vigorous physical activity

5% increase in cardio scores in 2016-2017 at AISD elementary schools from pre- to post-test