

# **MARATHON KIDS**



## **2016-2017 ANNUAL PROGRAMS REPORT**



## 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.*

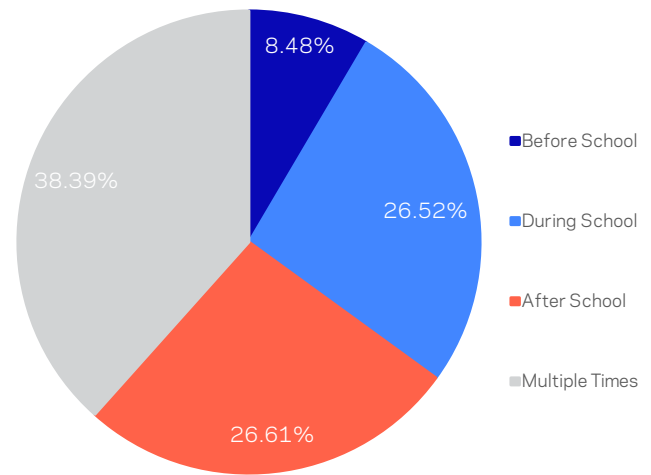


# 1,120

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

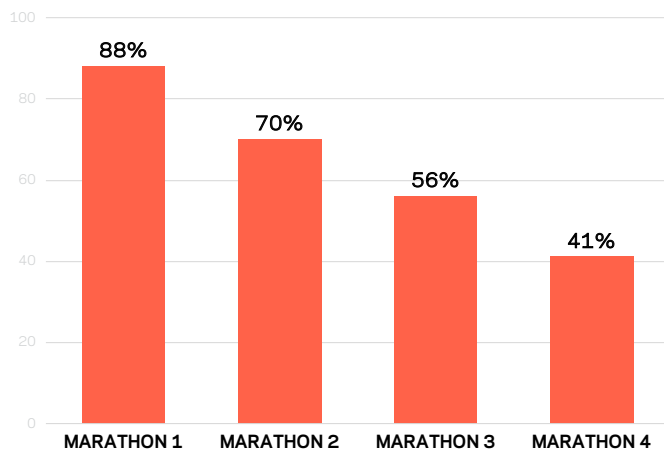
states have Marathon Kids at Home families,  
18 new states added compared to 2015-2016

## 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**

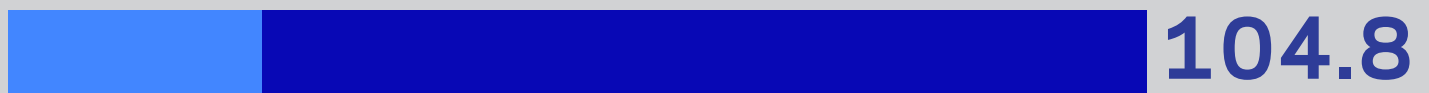


# 97%

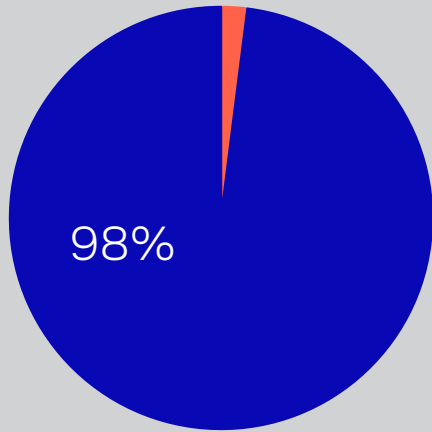
of Coaches report that Marathon Kids helped them  
reach their MVPA goals

# 364,471

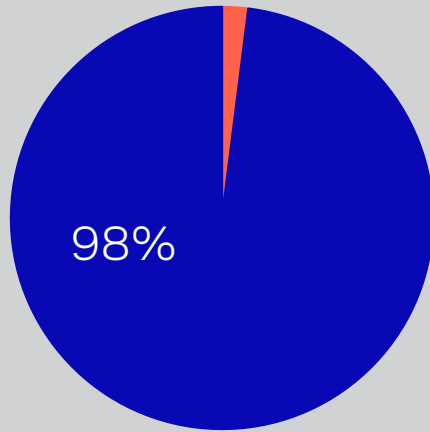
marathons completed



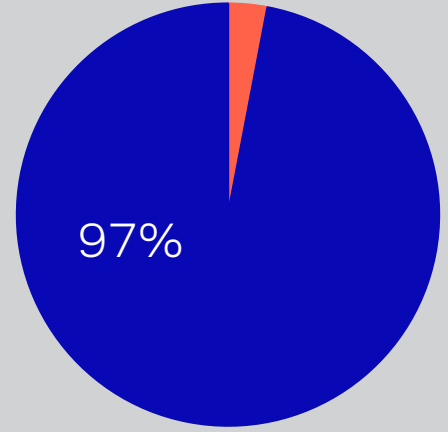
Coaches who report utilizing the Coach's Guide are 2.5 times more likely to have runners reach the ultimate 104.8 mile goal



Coaches report "I enjoyed doing Marathon Kids very much"



Coaches report "Marathon Kids was fun to do"



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

**DISTRICT WIDE INITIATIVE**

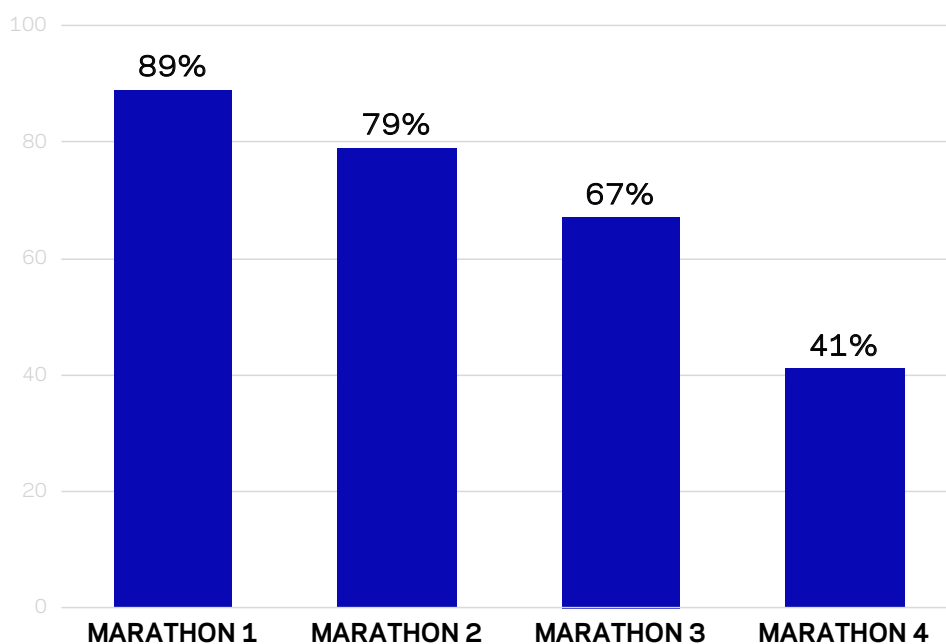
For the second consecutive year, Marathon Kids worked with Austin Independent School District (AISD) to implement the Marathon Kids program district wide. Each child in 1st-5th grade participated in Marathon Kids, led by their classroom teacher, during the daily Workout for Wellness (WOW) time.

**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

**MARATHON  
KIDS**