



Dear Runners:

Once again thank you for your support. On behalf of the City of Baltimore, our title sponsor Under Armour and Corrigan Sports Enterprises we are proud to organize what has become a great event and one that provides so many positives for our city. \$20 Million of economic impact, more than \$900,000 raised for charity and immeasurable long-term great PR for Baltimore is what makes the Running Festival one of the best events that Charm City has to offer.

Race Day was enjoyable for the 20,324 runners as well as the friends, families and supporters that came out to cheer you on during your jaunt around Charm City. Our movement toward making the Running Festival more environmentally friendly was a huge success with our Under Armour Catalyst race shirts made from recycled bottles and our extensive recycling efforts. We collected 3.75 tons of recyclables and 1.1 tons of compostable items throughout the course and the finish line area.

This year more than 2,300 of you completed the survey and 93% of you reported that you would recommend our event to a friend. We appreciate your vote of confidence. We hope that we have shown you that your opinions and suggestions are a part of our yearly event improvement plan and that we are committed to creating a fun and friendly race for everyone.

After reviewing the survey results and recapping the day's events with pertinent parties within the city of Baltimore, we have come up with the following list of improvements that we are considering for 2010. As you know, we try very hard each year to make this event one of the best on the Fall racing calendar and could not do that without the support and input from each and every one of our participants. Your opinion matters to us. So once again we will endeavor to act upon your thoughts and suggestions and make the following improvements.

1) Half-Marathon Adjustments- This year we had five wave starts and the strategy seemed to work in terms of thinning out the herd as you approached Patterson Park at the M&T Bank Merge Mile. We thank you for your compliance in this effort. In 2010 we will add one additional "Walkers Wave" that will start closer to when the marathon walkers arrive at the half way point. Remember that the waves are constructed based on estimated pace times, so please do a good job estimating your time next year during registration.

2) The Expo- This year, we moved a portion of the packet pick up process outside the stadium. We experienced some bad lines on Thursday, but after some tent set-up adjustments and a stronger volunteer base, things went much smoother. We are currently working with active.com to allow us to email the registration cards in 2010. This will eliminate STEP 1 all together and should improve the process exponentially. While our venue does present some challenges, there are good reasons to use M&T Bank Stadium for the expo. 1) Its uniqueness to Baltimore, 2) Its prime location with tons of free parking 3) The logistical advantages of allowing runners to have a "dry run" trip to the Start/Finish site a day or two before race day. We have received many comments praising the location and convenience of the expo.

3) The Runners Village - This area continues to be a work in progress and for most of the day works very well. However during the 1 ½ hour period in the middle of the day it becomes very crowded. The runners village area is created with two areas- 1) An immediate finish area, designed so the runners could get their medal, heat sheet, water, Gatorade and medical attention, then clear through quickly (Not hang out there or worse swim back up stream against the flow of incoming runners); and 2) a secondary area where runners could take a little more time getting through. That area was stocked with plenty of oranges, apples, bananas, bagels, potato chips and pretzels as well as additional Gatorade and water. In 2010 look for both areas to be bigger and longer with more access points for additional food and beverages. Please remember that runners are encouraged to utilize the Runner Reunion Zone rather than meeting your family at the exit of the Runners Only Compound.

4) The Celebration Village – We will be expanding the Celebration Village again in 2010. All Beer stands will be located on the far side of the Celebration Village which should help draw the crowd away from the cross over area. We are considering moving the stage to the opposite side of the Celebration Village as well, further drawing people away from the crowded area near the runners compound.

5) The Bag Check Tent – While we would like to locate the Bag Check within the Runners Village, there is simply not enough room to do so. By moving the Bag Check tent under the overpass in the Celebration Village we successfully pull some of crowd away from the already crowded Runners Village. In 2010, we will make the adjustment to allow all runners to re-enter the Runners Village area once they leave to get their bags.

6) Some Other Important Items:

- a. Volunteers will be instructed to place the medal on runner at the finish – we will be recruiting a specific charity group in 2010 to execute this small but very important task.
- b. Keep pushing and look into incentives for riding public transportation – eases the parking situation and is environmentally friendly.
- c. Keep a strong commitment to the "greening" of the event.
- d. More Maps: Runners Village Area, Celebrations Village Area and Downtown Baltimore Area maps published on the website, confirmation book, program and email blasts.
- e. Water stations on back half of the course to be bolstered with more volunteers.

Once again, we thank you for your participation, support and feedback on the Baltimore Running Festival. We hope to see you again next year as we prepare for our 10th Anniversary of the Under Armour Baltimore Running Festival on October 16, 2010! We hope to add a few more bells and whistles to help celebrate this momentous occasion. Registration opens Dec. 12! We anticipate another sellout so reserve your spot early!

Sincerely Yours,

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Lee Corrigan