



**AIMS** Association of International  
Marathons and Distance Races

## Logo Created To Commemorate 2500<sup>th</sup> Anniversary of the Marathon

Next year marks the 2500th anniversary of the marathon and to commemorate this historic occasion the Hellenic Athletics Federation (SEGAS) and the Athens Classic Marathon (ACM) Organizing Committee, in collaboration with AIMS, have created a unique logo.

In 2010, the world Marathon movement celebrates the 2500th anniversary of the Marathon Battle (490 BC) and the legend of Pheidippides the Greek soldier-runner who ran from the village of Marathon to Athens bearing the message of victory to the Athenians. This legend provided the impetus for the establishment of the Marathon as an event during the first Modern Olympic Games, held in Athens in 1896.

The logo created to mark the 2500th anniversary of the legend of the Marathon is available for use as a supplementary item by race organisations during the year 2010, highlighting the importance and symbolism for world peace and solidarity that the year 2010 brings. The logo and conditions of use are available for download at [www.aimsworldrunning.org](http://www.aimsworldrunning.org).

Hiroaki Chosa, President of AIMS (Association of International Marathons & Distance Races) commented: “2010 is an important year in the history of marathon running, marking the 2500th anniversary of the historical run from Marathon to Athens. AIMS is delighted to endorse the use of this logo amongst our 300 member races in 85 countries in order to acknowledge this great occasion.”

AIMS is the world body for marathons and distance races and has over 300 member races across 85 different countries around the world for background information please see [www.aimsworldrunning.org](http://www.aimsworldrunning.org)

For further information regarding this news release, please contact:

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