



Scotiabank Toronto Waterfront Marathon
264 The Esplanade / Toronto, ON M5A 4J6
416.944.2765 / STWM.ca

Scotiabank Toronto Waterfront Marathon 2018: By the Numbers

- Over 25,000 runners: every Canadian province; 40 American states; 70 countries. Including 550 Mexican runners.
- Over 4,000m of fencing and barricades.
- 14 full-time Canada Running Series Staff + 500 Area Managers + over 3,000 volunteers.
- 12 Scotiabank Neighbourhood Cheer Sites from High Park to The Beach.
- 18 schools and over 1,025 students in the Scotiabank Marathon Jrs program.
- 320,000 cups + Gold Label Certification from the Council For Responsible Sport.
- 18,000 Endurance Tap Gels.
- 5,000 cones.
- 70 kilometre markers.
- 17 clocks.
- 25,000 technical t-shirts; 25,000 Finishers' Medals featuring the Queen St. Riverside Bridge.
- 15,000+ hotel room-nights; more than \$30 million in economic activity generated.
- 3 distances (42.195k, 21.1k, 5k).
- Only ONE turn in the last 4 kilometres of the marathon; just 1 turn in last 9km of half marathon.
- 1 livestream broadcast on STWM.ca, Twitter, AthleticsCanada.tv and CBCSports.ca.
- 1 great City; 1 great event.

Scotiabank Charity Challenge: By the Numbers

- The Scotiabank Charity Challenge has raised over \$66 million, nationally since 2003, across all six Scotiabank-sponsored marathons across Canada.
- Participating charities keep 100 per cent of the proceeds raised, as Scotiabank pays for all transaction and credit card fees.
- \$3,575,439.13 was raised at the Scotiabank Toronto Waterfront Marathon Charity Challenge in 2017, taking the total to over \$35 million since 2003 (anticipating over \$38 million by the end of this year).
- There are close to 200 charities participating in the Scotiabank Charity Challenge at STWM 2018.
- What do the numbers mean? Check out how fundraising through the Charity Challenge at the Scotiabank Toronto Waterfront Marathon has helped in previous years:



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- Since 2003, Children's Aid Foundation, one of the pilot charity partners of the program, has raised close to \$500K through the Scotiabank Charity Challenge at the STWM, to support the movement to Stand Up for Kids to create positive change for vulnerable children and youth across Canada by transforming their prospects for a brighter future.
- \$299,265 raised by The Fountain of Love and Life at STWM 2017 – top fundraising charity; Giant Steps Toronto had 151 runners; and the Yee Hong Community Wellness Foundation raised an average of \$7,512.75 per runner.