



Communiqué Press Release



THE MARATHON BENEVA DE MONTRÉAL UNVEILS ITS 30TH EDITION!

Montréal, Tuesday, June 7, 2022 – The new team in charge of organizing the [Marathon Beneva de Montréal](#) unveiled the program for the event's 30th edition today on the site of the new start line in Parc Jean-Drapeau (from September 23 to 25). Those assembled for the announcement included the event's ambassadors, host, producer and author [Alexandra Diaz](#) and Olympian [Charles Philibert-Thiboutot](#), who enthusiastically encouraged members of the public to set personal goals that they will be proud to achieve.

"[My father, Serge Arsenault, founded this event in 1979.](#) It was the first major international-calibre marathon ever in the country. Since then, our organization has gone on to produce the only UCI WorldTour-level cycling races in the Americas," said **President and CEO Sébastien Arsenault**. "This year, the torch is being passed to a second generation of Arsenault who are bringing the same passion for sport and an equally qualified team that reflects our heritage in organizing and promoting Montréal sports gatherings. Sport as a vehicle for personal growth and excellence is part of our DNA, and we intend to deliver an experience that allows participants at all levels to discover the best of themselves."

"We are extremely pleased and proud to be the title sponsor of the Marathon Beneva de Montréal," added **Martin Robert, Executive Vice-President and Lead, Talent, Culture and Communication, Beneva**. "Running is a sport that everyone can enjoy, that allows you to push yourself to the limit, and that has a wealth of benefits, both physical and psychological. We are committed to helping make this a unifying, family-friendly sporting event for athletes and spectators alike."

MONTRÉAL FROM SHORE TO SHORE, IN 5 CIRCUITS AND 11 EVENTS

"After two years of the pandemic, we are happy to finally welcome this new edition of the Marathon de Montréal, a unifying event that allows Montrealers from all walks of life to be active at their own pace. Sport events like this one encourage the population to get moving, to push themselves and to adopt healthy lifestyle habits, and we are confident that Courons Montréal will organize a quality event that will live up to the expectations of all the participants of this 30th edition," said **Caroline Bourgeois, Executive Committee vice-chair for the City of Montréal, responsible for large parks, Mont-Royal, Sports and recreation, Espace pour la vie, Parc Jean-Drapeau and the East End of Montréal**.

For the first time, the start of the Sunday races (half-marathon and marathon) will be given at **Espace 67 in Parc Jean-Drapeau**, and regardless of the distance they cover, runners will be rewarded with a finish worthy of their efforts on the iconic **Esplanade du Parc olympique**. Between these two iconic city sites, they'll discover Montréal from shore to shore, with the routes winding through its large spaces and parks in 5 boroughs: [Ahuntsic–Cartierville](#), [Plateau-Mont-Royal](#), [Rosemont–La Petite-Patrie](#), [Ville-Marie](#) and [Villeray–Saint-Michel–Parc-Extension](#).

Entrants ranging from novices to seasoned athletes can choose among 11 [individual and team events](#). The Marathon Beneva de Montréal has something for runners at every performance level, from families to experienced athletes, with distances including [42.2 km](#), [21.1 km](#), [10 km](#), [the Sports Experts 5 km](#) and [1 km](#). The organizers are also offering [race combos](#) for entrants looking for an extra challenge. In addition, they are supporting elite and emerging local athletes by presenting the first edition of the Coupe nationale in collaboration with the Fédération québécoise d'athlétisme.

"I'm delighted to be part of the Marathon Beneva de Montréal and excited about running with the half-marathon entrants from the start line all the way to the finish. As the pacesetter, I'll be helping them keep up the cadence, push themselves and reach their goals," says **Charles Philibert-Thiboutot**.

“I’m so proud to be an ambassador for this event alongside Charles Philibert-Thiboutot, or should I say way behind him!” **enthuses Alexandra Diaz.** “This is a golden opportunity for me to prove that running is for anyone, at any level. I like to joke that I run like a potato, but a stylish one! So I’m looking to rally everyone who, like me, finds it tough to get out there and run, but are so proud when they get back from a run. On a racecourse, everyone passes me, but I surpass my limits and that’s what counts. I hope people will turn out in big numbers to run with us. Let’s go!”

A SOCIALLY RESPONSIBLE EVENT

The Marathon’s new [Run with Heart](#) program sees [27 charitable organizations](#) teaming up with this major sports gathering to maximize their fundraising. This way, the organizers hope to amplify the positive impacts of the event, accentuating that objective with donations on top of the amounts raised by the participating charities.

The event has been certified [carbon-neutral](#) by Planetair. It will be offsetting all of its greenhouse-gas emissions and invites all entrants to do the same as well as take part in the event’s other ecoresponsibility initiatives when they register.

The Marathon Beneva de Montréal is there for runners well before the start of the race and beyond the finish line as well. Entrants can choose from an array of coaching resources as they [prepare for their race](#). And the Marathon’s [blog](#) features training programs, tips from experts and information capsules to ensure they arrive fit and ready on race day.

ABOUT THE MARATHON BENEVA DE MONTRÉAL

The first major international marathon in Canada and the largest running event in Québec for the past 30 years, the Marathon Beneva de Montréal brings together runners of all performance levels, as well as the general public, in search of a memorable urban experience that showcases Montreal in all its diversity. Since November 2020, the Marathon has been produced by a dedicated NPO, under the guidance and expertise of Événements GPCQM (promoter of the [Grands Prix Cyclistes de Québec et de Montréal](#) since 2010). The event relies on the indispensable support of public and private partners including Beneva, the City of Montréal, the Government of Québec, Tourisme Montréal, Sports Experts, Mouvement J’aime les Fruits et légumes, Le Lait au chocolat, Liberté, SPARK Sports Nutrition and Boréale, Action sport physio, Vivaï and Clinique du coureur as well as its indispensable volunteers.

ABOUT BENEVA

Created by the coming together of La Capitale and SSQ Insurance, Beneva is the largest mutualist-based group of insurance companies with more than 3.5 million members and customers. Beneva employs over 5,000 dedicated employees: people looking out for people. Its human approach is rooted in mutualist values that are shared by its employees. With \$26.8 billion in assets, Beneva positions itself as a major player in the insurance and financial services industry. Its head office is located in Quebec City. For more information, please consult [beneva.ca](#).

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