



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

## OLYMPIC GOLD MEDAL WINNER JOINS EXPERT SPEAKERS AT AIMS CONGRESS

The Association of International Marathons and Distance Races (AIMS) is delighted to announce the expert speakers who will give presentations at the **19<sup>th</sup> World Congress of AIMS**, to be held in Prague from 10-12 May 2012. Topics to be covered vary from Raising Sponsorship for Smaller Events and Community Involvement in Races to Disaster Recovery. Iconic figures who have defined the development of women's running, including Olympic Marathon winner Rosa Mota and running pioneer Kathrine Switzer, will address how to inspire women and increase their participation in running events.

### Attracting Sponsorship

**Vivek Singh**, of the Mumbai Marathon, **Greg Hooton**, from the Melbourne Marathon, and **Kire Sinadinovski**, of the Skopje Marathon, will talk on the topic of '*Raising Sponsorship for Smaller Events*', a topic that will be particularly relevant to race directors of smaller races around the World.

### Involving the community

**Guy Morse**, of the Boston Marathon, and **Alan Brookes**, of the Toronto Waterfront Marathon, will present on '*Community Involvement*' in races.

### What to do when disaster strikes

**Richard Donovan**, the race director of the North Pole Marathon and Antarctic Ice Marathon and 100km will present on the topic of '*Disaster Recovery*'. This is an especially relevant topic with a number of races around the World cancelled or postponed for a variety of reasons. In February this year, Richard set a new World Record by running seven marathons on seven continents in four days, twenty-two hours and three minutes.

### Inspire women runners

**Rosa Mota**, widely considered to be one of the best marathon runners of the 20<sup>th</sup> century with Olympic, World Championship and European Championship Gold Medals to her name joins the congress at Prague to speak about women in running





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The names above are in addition to the keynote speakers previously announced, **Kathrine Switzer** and her husband **Roger Robinson**. Their presentation “*Women in Running*” will provide insights into how race directors can increase female participation in their events.

The **World Congress of AIMS** marks AIMS 30<sup>th</sup> year of running history, with the event being held in the city of Prague in the Czech Republic between the 10-12 of May at **the Hilton Prague hotel**. The Congress will give race organisers the chance to promote their races to over 36,000 international runners and visitors at the Marathon Sport Expo. The weekend wraps up with the Volkswagen Prague Marathon on 13 May, which both starts and finishes in the world-renowned Old Town Square.

To date there are 87 races registered from 46 countries in 6 continents. The highest participation shown is from Russia (8 races). There is still room for some more races. Do not miss the meeting of the running world in Prague!

While the registration deadline for attendees has now passed, those that are still interested to take part in the Congress are recommended to register as soon as possible at:

<https://www.eurocongress.com/index.php/events/aimscongress>.

Ends.

For further information about the speakers please contact:  
Peter McLean, Director of Public Relations  
Association of International Marathons & Distance Races  
C/o PMPR Excellence Ltd,  
Windsor House, 15 Kirklee Terrace,  
Kelvinside, Glasgow, Scotland, G12 0TJ  
Tel: 00-44-(0)-141-357-2516  
Mobile:00-44-(0)-774-037-1909  
Email: [peter@prexcellence.com](mailto:peter@prexcellence.com)

For further information about 19<sup>th</sup> World Congress of AIMS please contact:  
Diana Rybachenko  
Prague International Marathon office  
Záhořanského 3, Prague 2, 120 00  
Czech Republic  
Tel.: +420 224 919 209  
Email: [rybachenko@pim.cz](mailto:rybachenko@pim.cz)



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Spyros Louis Avenue, OACA, Olympic Aquatics Center, Maroussi-Athens 151 23 Greece  
Email: [AIMSHQ@aimsworldrunning.org](mailto:AIMSHQ@aimsworldrunning.org) · Web: [www.aimsworldrunning.org](http://www.aimsworldrunning.org)