



History of Nagoya Women's Marathon



1980 Chunichi Women's 20k road race. (Venue : Toyohashi City)

※The first authorized women 20k race in Japan since 1982 as “International Invitation Nagoya Women's Marathon” (Venue: Nagoya, Aichi).

1984 Converted to a full marathon “Nagoya Women's Marathon”

1985 Changed the name to “Nagoya International Women's Marathon”

2011 The race was cancelled because of Great East Japan Earthquake.

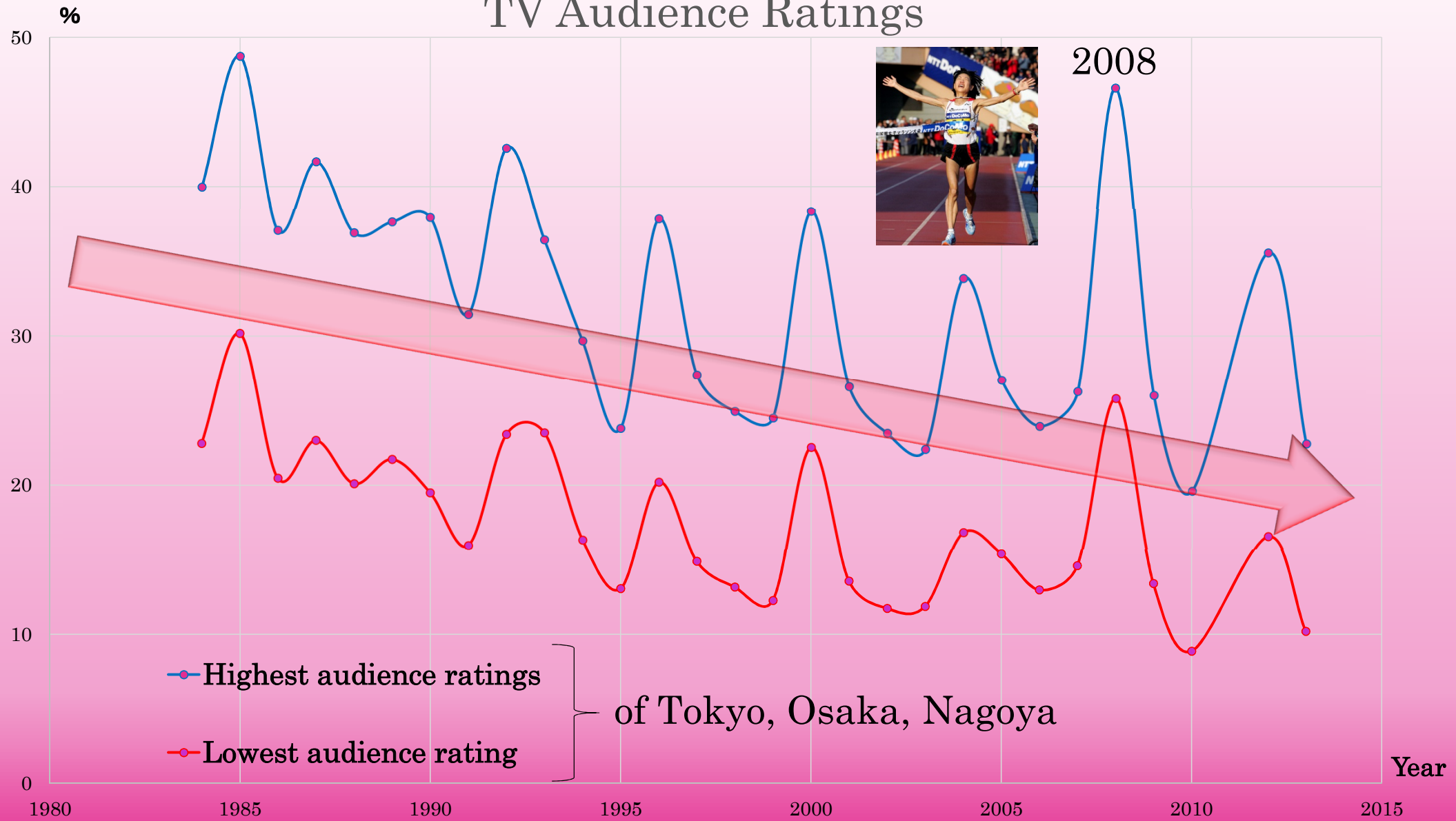


2012 Made a new start as “Nagoya Women's Marathon”

Changed the form to a large-scale marathon both for elites and citizens.

2015 The fourth of “Nagoya Women's Marathon”

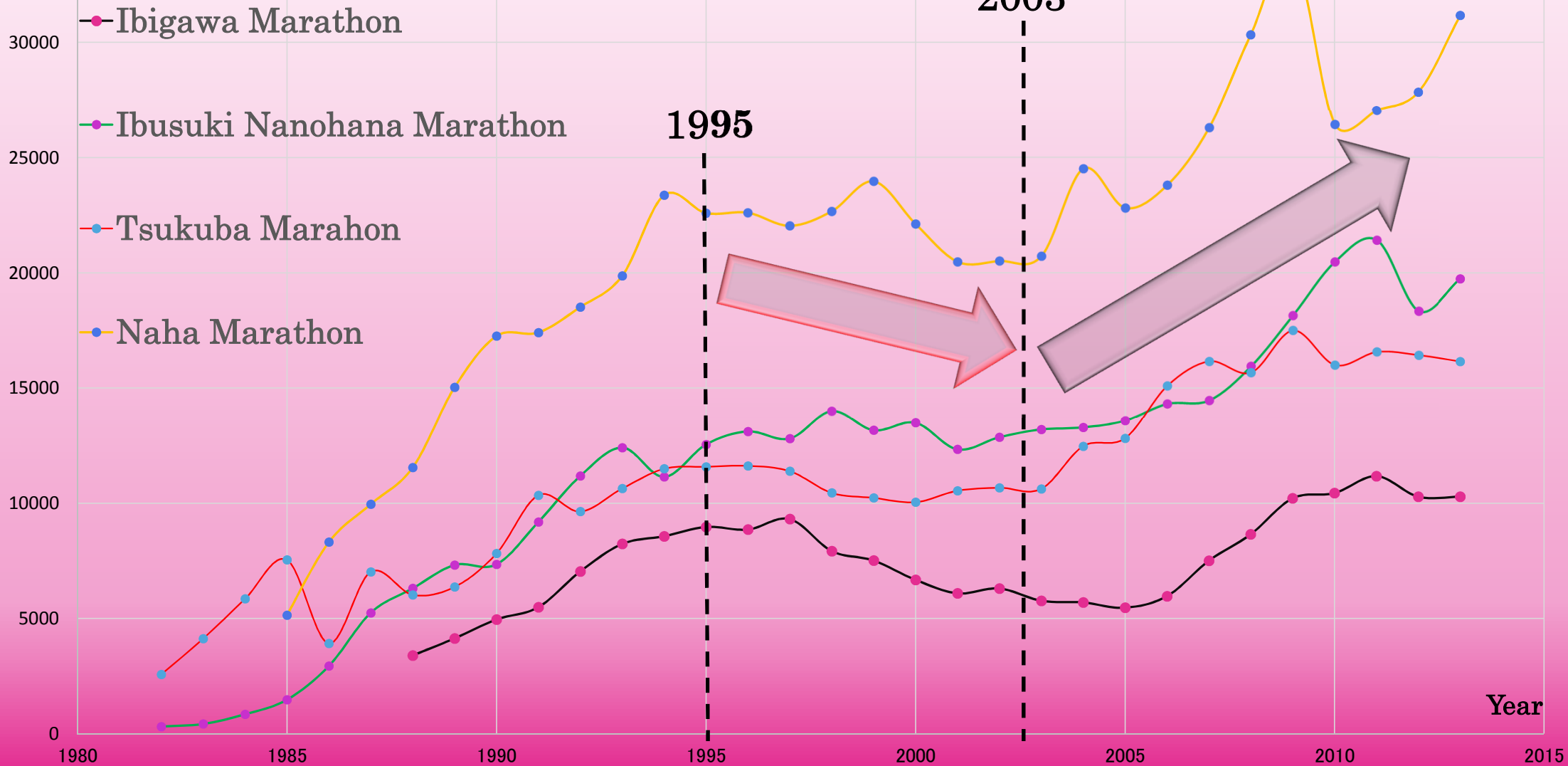
TV Audience Ratings



Participant

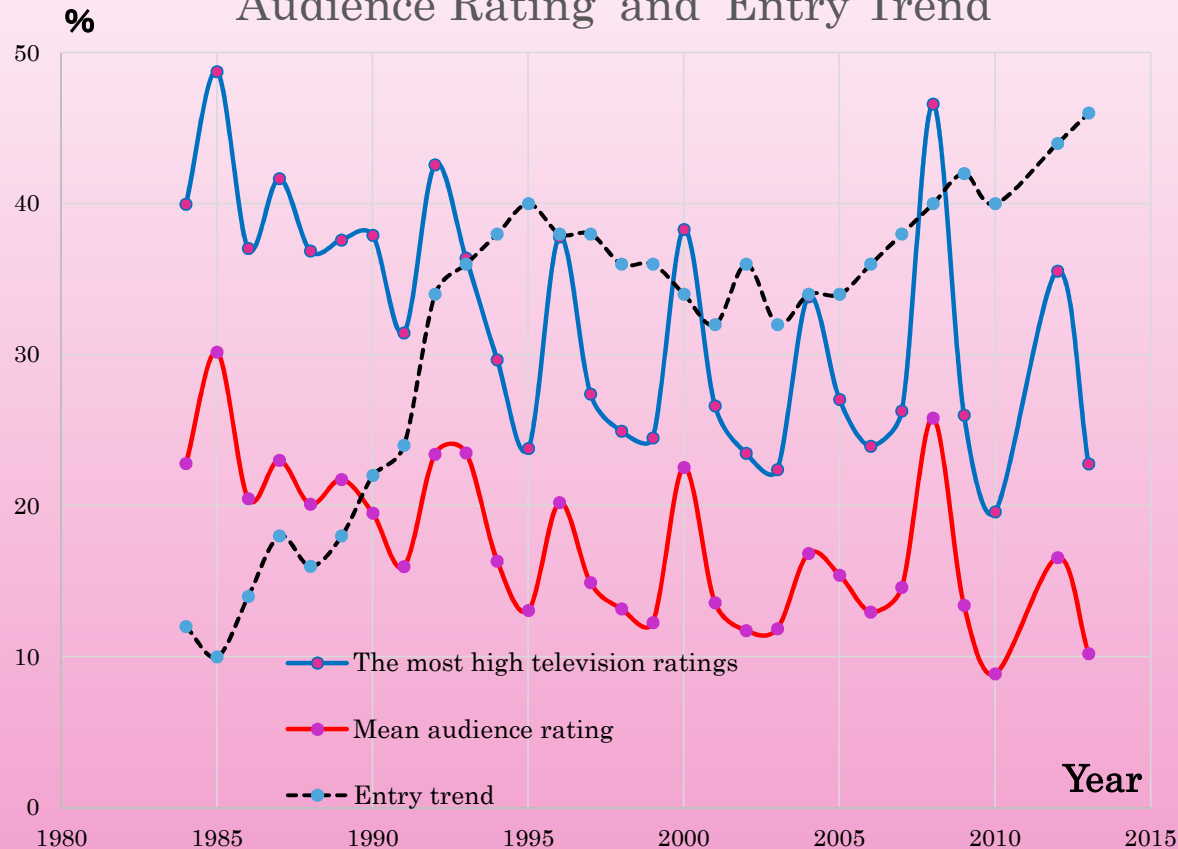
Entry trend

The number of participants in four famous marathons in Japan



“Factors”

“Audience Rating” and “Entry Trend”



1. Development of new media

2. New government policies

Health Promotion Law (2003)

“Metabo Law” (2008)

3. “Bi-jogger” phenomenon

“Bi-jogger” =

“Bijo” (a beautiful woman) + “jogger”

The magazine introduced the new buzzword “BI-JOGGER”



Japanese women's magazine

FRaU



Japanese beautiful women love running.





Nagoya Women's Marathon

||
The world largest
“women-only full marathon”

Competition between top athletes

A qualifying race for women's
national team Invite
world top-class athletes
from overseas.



Full marathon race only for women

Send various messages
from women's viewpoint
throughout the event.



Characteristics of Nagoya Women's Marathon #1

The Gold Label is the highest international qualification for road races awarded by the International Association of Athletic Federations (IAAF). Nagoya Women's Marathon has been awarded the Gold Label status since September 2012, being recognized for the achievement of the first year.



Characteristics of Nagoya Women's Marathon #2

All of the participants receive an originally designed Tiffany & Co. necklace as a finisher's prize.

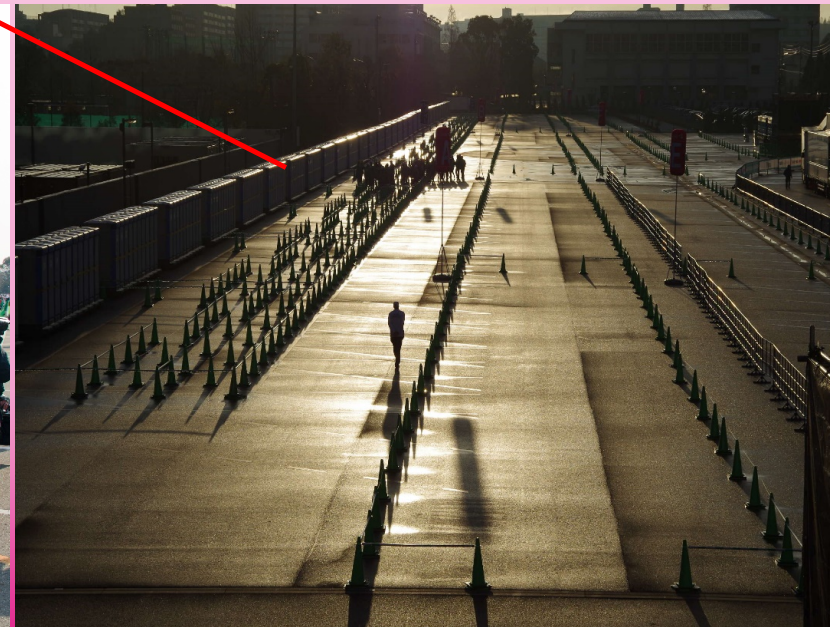


Each “blue box” is handed by a man dressed in tuxedo. At Tiffany boutiques, finishers can have the necklace engraved with their finish time for an additional fee.





Total of 440 temporary restrooms in the start area and 18,000 women to use them



Budget of Nagoya Women's Marathon





TIFFANY & CO.

Get the items.

Presented
to
finisher



Finisher T-shirt

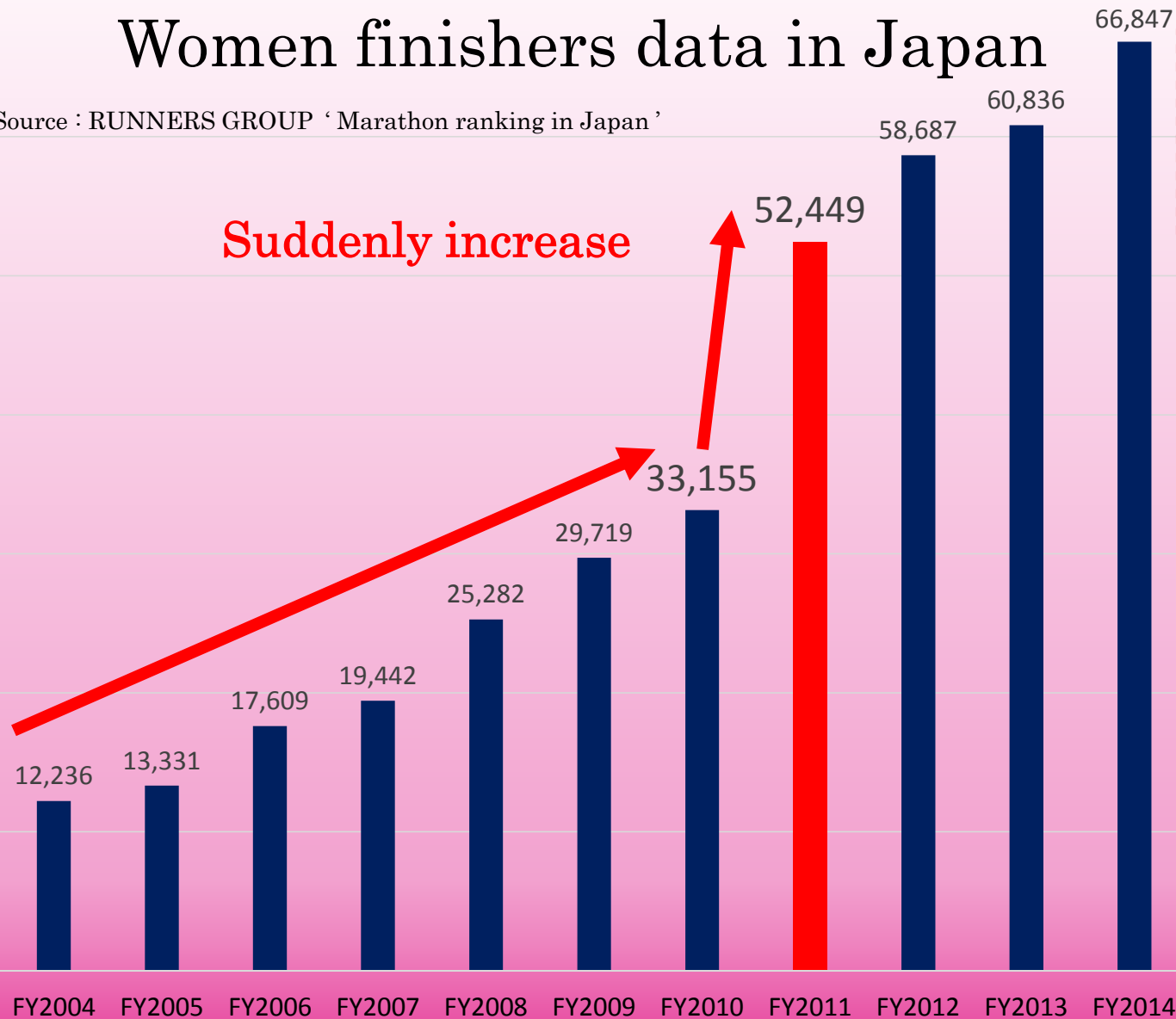


Cosmetics

Women finishers data in Japan

Source : RUNNERS GROUP ' Marathon ranking in Japan '

Suddenly increase



20,000 finishers increased
in 2011, When Nagoya Women's
Marathon started.

2010 : 33,155 finishers

↓ Increase 20,000 finishers

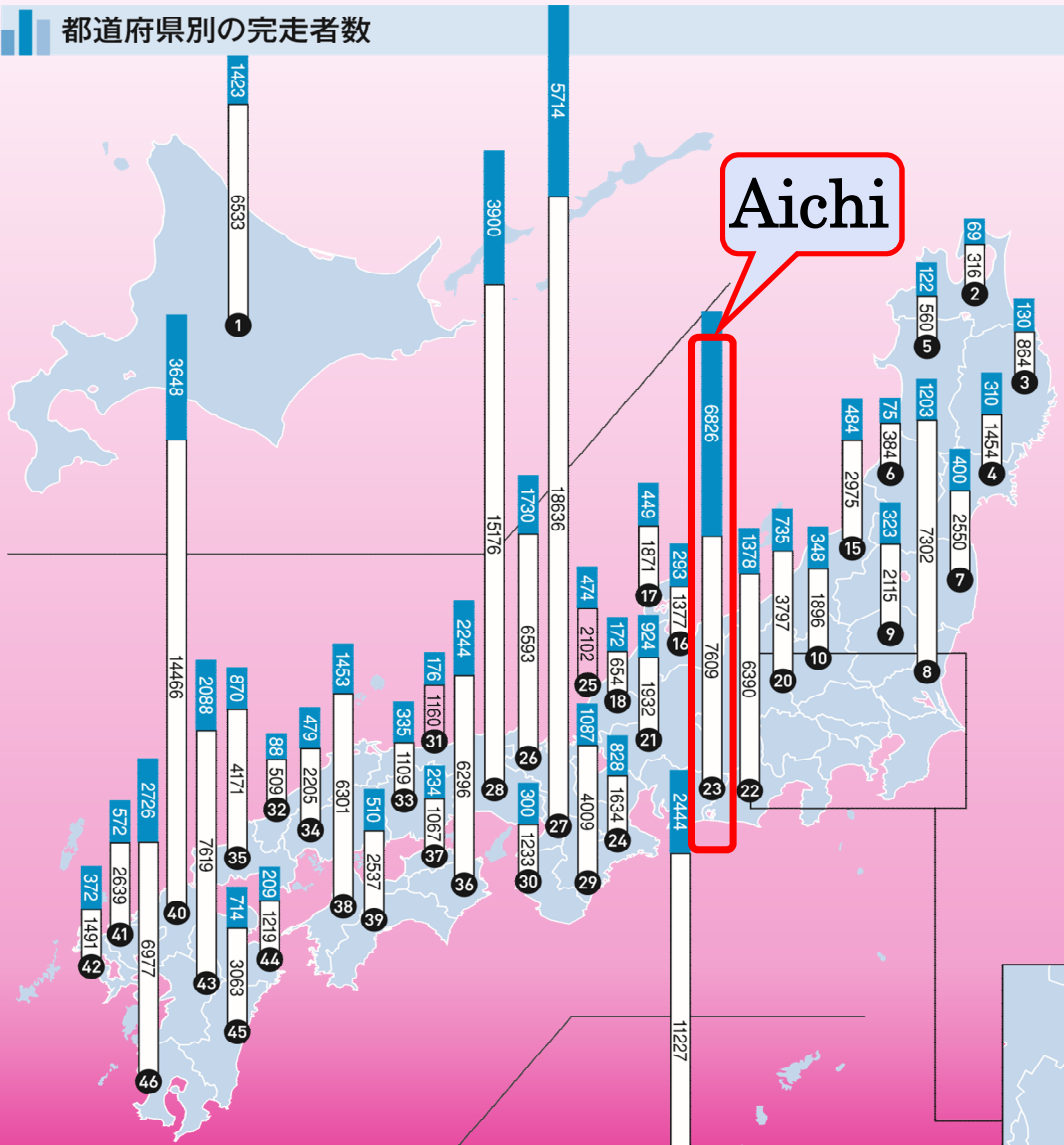
2011 : 52,449 finishers

Female finishers increased
35%, and 75% of them run
Nagoya Women's Marathon.

The fiscal year of 2011 (FY2011): April 1, 2011 to March 31, 2012.
The fiscal year in Japan runs from April 1 to March 31.

Marathon Finishers by Prefectures

都道府県別の完走者数



In Aichi Pref,
the ratio of female finisher to
male finisher is almost 50%.
While in other Prefs,
the ratio is around 20%.

Source : RUNNERS GROUP ' Marathon ranking in Japan '



Nagoya Women's Marathon
has been sending female-positive messages:
the strength, the toughness and the persistence.

Nagoya Women's Marathon
is a race supported by the potentials of women runners.

Nagoya Women's Marathon
wishes to be loved by women runners now and in the future.

Nagoya Women's Marathon
will continue providing new experiences through marathon
with the concept of "The Day Women Play the Starring Role".

Thank you
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