# PRESS KIT



10 & 11 MAY 2025

www.generaligenevemarathon.com



















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# 19th Edition of the Generali Genève Marathon

#### An Event Open to All

On May 10 and 11, the Generali Genève Marathon will welcome over 24,000 runners across 8 race formats, including Junior Races — accessible to everyone: young and adult participants, beginners and seasoned runners, solo or in teams, with or without disabilities. This year's enthusiasm is unprecedented: the event is already sold out more than a month ahead of race day. Over 1,200 volunteers will be mobilized to ensure a smooth experience and provide support to all participants throughout the event.

#### **ALL RACE FORMATS:**

- MARATHON
- · MARATHON RELAY BY CORE LEAN
- · HALF MARATHON
- HALF MARATHON RACING WHEEL-CHAIR
- · 10 KM RUN
- · 10 KM WALK
- · 10 KM NORDIC WALK
- · 5 KM BY ALWAYS
- · JUNIOR RACES (1 TO 3 KM)



#### **Swiss Marathon Championships**

This year, the Generali Genève Marathon is proud to host the Swiss Marathon Championships. This competition will determine the best male and female athletes from Switzerland and Liechtenstein, and will also crown champions across all age categories. Welcoming this national championship strengthens the marathon's prestige and draws top-level runners. Recognized as one of the fastest courses in Europe, the Generali Genève Marathon offers the perfect opportunity for personal bests.

#### **A World-Class Course**

Thousands of participants will enjoy a unique experience, carried by an electrifying atmosphere and the energy of the crowd. The course combines city and countryside, passing by Geneva's most iconic landmarks — including the famous Flower Clock.

The grand finale takes place on the legendary Pont du Mont-Blanc, with stunning views over the crystal-clear waters of Lake Geneva and the iconic Jet d'Eau. Cheered on by thousands of spectators, runners give their final push in a spectacular setting that adds a magical touch to their performance.



# An Event Powered by Committed Partners

Supported by the authorities of the Canton and the City of Geneva, as well as the warm welcome of the 12 other municipalities crossed along the route, the Generali Genève Marathon promises an edition full of emotion.

This is made possible by the invaluable support of our partners, whose commitment ensures optimal organisation, enhances the runner experience, and helps deliver a high-quality event. Thanks to them, the marathon continues to grow and secure its place among the leading races in Europe.

#### PARTENAIRE TITRE



Generali Switzerland has been supporting running since 2017 as a partner of real life. Through the Generali Running Tour, the company promotes an active lifestyle across Switzerland.

Its commitment focuses on encouraging togetherness, diversity, and well-being within the Generali Running Family, while combining brand activation with social responsibility.







**45%**WOMEN



**55%** MEN





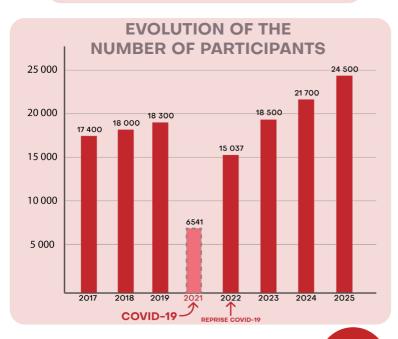


45%
OF
FIRST BIB

OF PERSONAL RECORDS BROKEN IN 2024



96%
OF PARTICIPANTS WOULD
RECOMMEND THE EVENT TO A FRIEND



150 NATIONALITIES REPRESENTED



# **History**

#### **2005** - THE RENAISSANCE

After many years of interruption, the Geneva Marathon is reborn with two distances, featuring 3,000 participants.



#### **2010** - AN EVOLUTION

OC Sport becomes a co-organizer, the event becomes the Geneva Marathon for Unicef, and new races are added on Saturday, including the Genevoise and a children's race.



#### **2013 - NEW RACES**

The Marathon Relay, as well as the Half-Marathon Handbike and Wheelchair categories, are launched, with the finish line located on the Pont du Mont-Blanc. The event receives the Ecosport Prize in 2013.



#### / 2014 - 10 YEARS OF THE GENEVA MARATHON

The Geneva Marathon for Unicef welcomes Harmony as Presenting Sponsor. Two new races: a 5 km for 14-15 year-olds and a 10 km in the evening

### **2015** - HARMONY, TITLE PARTNER

### / 2016 -WORLD ATHLETICS LABEL

The Harmony Geneva Marathon for Unicef becomes the first running event in Switzerland to receive the IAAF Bronze Label, joining the global elite of recognized races.

### **2018** - 5\* QUALITY ROAD RACE

The event receives the 5-star certification from the European Athletics Federation, ensuring safety and high-quality services.



#### **2019** - 15 YEARS OF THE GENEVA MARATHON

A new parent/child 1 km race is launched.

The event celebrates its 10th anniversary of partnership with Unicef.

/ 2020 - EDITION CANCELLED (COVID)

#### **2021** - TWO RECORDS BROKEN

Adapted edition, due to COVID with a closed-door elite race, where Shumi Dechasa (2h06'59) and Maureen Chepkemoi (2h24'19) set new records.



#### **2022 - GENERALI SWITZERLAND BECOMES TITLE PARTNER**

Generali Switzerland becomes the Title Partner, and its THSN Foundation becomes the Charity Partner, with the slogan #RunForRefugees.

#### **2023** - A NEW STARTING LOCATION

The Generali Genève Marathon unveils a new starting site in Cologny, offering faster and more dynamic routes. This location enhances the event's accessibility and its 8 race formats.



#### **2024** - SOLD-OUT EVENT MORE THAN A MONTH IN ADVANCE

For its 18th edition, the Generali Genève Marathon reached a record number of participants, forcing early closure of registrations due to its success.

### / 2025 - HOST OF THE SWISS MARATHON CHAMPIONSHIPS

For the first time, the Generali Genève Marathon had the honor of hosting the Swiss Marathon Championships, a recognition of the excellence and speed of its course.

# **They Inspire Us!**

### Words from participants

"It's the second time we participate in the Marathon Relay. It's a family-friendly race that allows all generations to take part: from the first relay runner (15 years old) to the last (83 years old). A unique moment to share beautiful sporting emotions, especially with the team's veteran. A true family challenge!"

Sévrine - Bernex, Genève

"Running in Crocs my 50th marathon"

Patrick, 60 years old - Plan-Les-Ouates, Genève

"It's my 52nd marathon."

Angiolino, 70 years old - Venaria Reale, Italie

"This half-marathon is special: my very first. A challenge we take on as a family, 8 of us, with both seasoned runners and beginners like me. Months of training, mutual support, and a simple but powerful goal: to cross the finish line together and experience this unique moment surrounded by my loved ones."

Alexandre, 35 years old - Thoiry, France

"This year, I'll be running as a guide for a visually impaired runner, Martial Wirz. We've been training together, but this will be our first marathon side by side."

Philippe Baumgartner, 60 years old - Morvillars, France

"I've run every edition of the Geneva Half-Marathon since 2005."

Lucas, 62 years old - Genève

"My first marathon was 20 years ago, at the very first edition of the Geneva Marathon. I'm running the 2025 edition to celebrate those 20 years... and, icing on the cake, to try and finish under 4 hours! Let's go!"

Nicolas, 56 years old - Beaumont, France

"I've been running for 55 years and I'm still happy to run. In 1972, I participated in the Olympic Games in Munich."

Fritz, 75 years old - 10km - Krauchthal, Bern

"I participated in the Paris 2024 Paralympic Games in the marathon, and I'm kicking off my season this spring."

Martin, 32 years old - Huy, Belgique

# **Participant Experiences**

#### An unforgettable atmosphere with Generali Suisse



Generali Suisse brings energy to the course with fun activities for the runners! Starting Saturday, the Cologny tunnel comes alive with a DJ, light shows, and automatic photos of the runners. On Sunday, the same lively atmosphere will fill the Vésenaz tunnel to motivate participants during their effort. And on the Pont des Bergues, a live band will accompany them in the final kilometers.

#### **Compressport Runner T-shirt**



Participants will receive an official Compressport T-shirt, featuring seamless technology and made from microfiber, designed to combine performance and comfort. With expertise rooted in the medical field, Swiss brand Compressport develops compression wear adopted by top athletes, thanks to constant innovation focused on performance.

#### Health Support with Hirslanden Clinique La Colline



A new **Medical Partner**, Hirslanden Clinique La Colline brings its expertise to support the runners. Specialists and physiotherapists from the Sports and Exercise Medicine Center will be present at the marathon village to offer advice, assessments, and massages. Throughout the weekend, they will assist participants in preventing injuries and optimizing their performance.

#### Procter & Gamble, a committed and supportive partner



A historic partner, P&G renews its commitment with over 550 participating employees, making it one of the largest corporate teams. The company is also involved in a solidarity project alongside Clair-Bois, enabling children with multiple disabilities to take part in the event through joëlette races.

#### **NORQAIN Negative Split Challenge**



Official Timekeeper

NORQAIN presents runners with a significant challenge: to achieve a Negative Split by running the second half of the marathon faster than the first. Official timekeeper and independent Swiss watch brand, NORQAIN is renowned for its commitment to precision and pushing the limits of performance.





# **Schedule**

# / Bib Pickup

FRIDAY, MAY 9 - 10:00 AM to 7:00 PM

**SATURDAY, MAY 10 - 9:00 AM to 6:00 PM** 

# / Saturday

FROM 3:30 PM - Junior Races

6:00 PM - PODIUM - Juniors

6:00 PM - START - 5 km by Always

6:30 PM - 6:45 PM - PODIUM - 5 km by Always

7:00 PM - START - 10 km Race

START - 10 km Walk

START - 10 km Nordic Walk

8:30 PM - PODIUM - 10 km

# / Sunday

7:45 AM - START - Wheelchair Half-Marathon

START - Half-Marathon

10:00 AM - 10:30 AM - PODIUM - Wheelchair Half-Marathon and Half-Marathon

9:00 AM - START- Marathon

START - Marathon Relay by Core Lean

12:15 PM - 1:15 PM - PODIUM - Marathon

**PODIUM - Marathon Relay by Core Lean** 

# **Supporting THSN**

# **Saturday Races**

### **Junior Races**

5 races ranging from 1 to 3 km will again be offered for juniors aged 3 to 13 years old (born between 2012 and 2022).

For safety reasons, these races will be organized on marked courses and supervised by members of the organization.

Start location: Quai Gustave Ador

Start time: from 3:30 PM



# 5 KM by Always

The 5KM By Always is an ideal race for a first experience, a personal challenge, or simply for fun.

As the title partner of this race, Always, a brand of the Procter & Gamble group, has supported this event since its inception and reaffirms its daily commitment to women and local communities.

Start location: Chemin Frank Thomas (Cologny)

Start time: 6:00 PM



### 10 KM Race

Organized in the early evening, runners will cross the Geneva countryside before following the lake and running past the iconic Jet d'Eau.

Start location: Chemin Frank Thomas (Cologny)

Start time: 7:00 PM

### 10 KM Walk & Nordic Walk

Open to walkers, the 10KM walk and Nordic walk will take place in the early evening. Walkers (without poles) and Nordic walkers (with poles) will start a few minutes after the runners, in a dedicated starting area.

Start location: Chemin Frank Thomas (Cologny)

Start time: 7:00 PM

# **Sunday Races**

# Wheelchair Half-Marathon Half-Marathon

The participants of the Wheelchair Half-Marathon will follow the same route as the Half-Marathon, crossing the Geneva countryside before running along the lake and admiring the Jet d'Eau, with a grand finish on the Pont du Mont-Blanc.

Start location: Chemin Frank Thomas (Cologny)

Start time: 7:45 AM

### **Marathon**

The Marathon follows the same logic with a single 42.195 km loop, alternating between countryside and city. Its smooth course, favored by runners, offers a spectacular finish on the Pont du Mont-Blanc, facing the Jet d'Eau.

# **Marathon Relay by Core Lean**

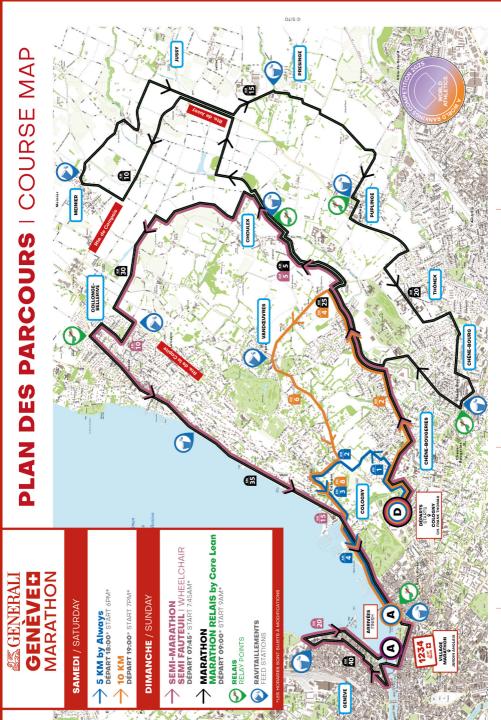
The Marathon Relay by Core Lean invites participants to gather in teams, whether with family, friends, or colleagues, to cover the 42.195 km of the marathon together. Each runner completes a segment ranging from 4.5 to 12 km, based on pre-defined sections.

**Core Lean**, an innovative consulting firm specializing in helping teams achieve ambitious goals, is the proud sponsor of this event. By supporting the Generali Genève Marathon, Core Lean highlights that with a united team and a shared goal, nothing is impossible to achieve.



Start location: Chemin Frank Thomas (Cologny)

Start time: 8:00 AM









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COMP RES

REPUBLIQUE ET CANTON DE GENEVE





# **Supporting THSN**

#### **RUN FOR CHILDREN WITH THSN**

In the first six years, children learn for life. Children in fragile family situations are often victims of social isolation and cannot experience the essential elementary moments needed for their development. By supporting the foundation 'The Human Safety Net Switzerland,' you will help parents lay a solid foundation for their children's future despite difficult circumstances.

**OUR CHARITY PAGE** 

**WEB SITE THSN** 



# THE 2025 PROJECT: STRENGTHENING EQUAL OPPORTUNITIES FOR WOMEN AND THEIR FAMILIES FROM IMMIGRANT BACKGROUNDS

'Welcome! Would vou like to talk with other women, in your native language, about topics such as family, education, the world of work. or health?" This is the invitation of the Femmes-Tische roundtables. At each session, a trained facilitator introduces the chosen theme, then auides the discussion while providing information. The roundtables are held close to where participants live and are free of charge. They empower women with a migratory background in vulnerable situations, support their integration, encourage exchanges, and create social connections. Because strong parents, strong children. The Camarada association launched the national Femmes-Tische project in Geneva at the end of 2024.

# **Supporting THSN**

#### ABOUT THE HUMAN SAFETY NET SWITZERLAND

The foundation 'The Human Safety Net Switzerland' supports projects in Switzerland that benefit children aged 0 to 6 years from fragile family situations and their parents. In collaboration with the Marie Meierhofer Institute for the Child (MMI), its partner organization, the foundation supports early childhood development. It was created in 2019 by Generali Switzerland and forms the basis of its social commitment in Switzerland.

The foundation 'The Human Safety Net Switzerland' supports the national 'MegaMarieplus' program, which aims to strengthen family centers. A greater number of parents and children aged 0 to 6 years in fragile family situations will thus have access to high-quality offerings and a stimulating environment. The Marie Meierhofer Institute for the Child (MMI) and the Netzwerk Bildung und Familie (Education and Family Network) jointly manage the program.



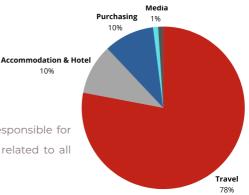
# SUSTAINABLE DEVELOPMENT

### **CARBON FOOTPRINT 2024**

# 1868 t CO2e

i.e. 102kg/participant

7.7% of participants travel by plane and are responsible for 89% of the greenhouse gas (GHG) emissions related to all participants' travel.



### **OUR ACTIONS**



### **Encouraging Responsible Travel**

Free public transport during the event.

Partnership with Léman Express and TPG to promote train travel.

Carbon footprint calculator available at registration.



# Optimised Waste Management

In partnership with the Aremacs association, an efficient waste sorting system is implemented along with a team of volunteers to clean the course.

Only reusable tableware is used in the race village.



Recruitment of participants living nearby or in cities accessible by train. Collaboration with local service providers and volunteers.



### A Strong Commitment with SIG

More than 70,000 eco-cups used and collected at the aid stations in the City of Geneva. Elimination of plastic bottles: all aid stations use Eau de Genève, removing several thousand PET bottles.



# Responsible Catering

All food stations offer a **vegetarian** option, reducing the carbon footprint of meals, with a beef-based dish emitting up to 14 times more GHGs.



The event operates with 100% certified green electricity, sourced from hydropower and solar energy.



Optional Finisher Medal

**MORE INFOS** 

# Volunteers

### The Pillars of the Event's Success

With a team of over 1,200 volunteers, the Generali Genève Marathon transforms into a true community united by a passion for sports, sharing, and mutual support. Their dedication and versatility are key to the success of this sporting adventure.

Spread across more than 15 varied tasks, they ensure the smooth running of the event by managing logistics, running aid stations, and cheering on runners throughout the course.

The volunteer program, inclusive and open to all, values diversity and collective commitment, allowing everyone to contribute in their own unique way to this major event.





# **WINNERS & RECORDS**

# / Marathon

	Men	Women
2024	<b>Gisemo Josephat Josua (TZA)</b> 2h 10mn 23s	Kasahun Aynalem (ETH) 2h 31mn 42s
2023	<b>Silas Too (KEN)</b> 2h 09mn 40s	Jane Jelagat Seurey (KEN) 2h 31mn 40s
2022	Emanuel Gisamoda (TZA) 2h 10mn 39s	Meseret Dinke (ETH) 2h 26mn 22s
2021	<b>Shumi Dechasa (BRN)</b> 2h 06mn 59s	Maureen Chepkemoi (ETH) 2h 24mn 19s

# / Half-Marathon

2024	Abraham Tadesse (CH) 1h 02mn 15s	<b>Kemboi Judy (KEN)</b> 1h 05mn 44s
2023	Eric Leon Ndiema (KEN) 1h 02mn 45s	<b>Cynthia Kosgei (KEN)</b> 1h 09mn 26s
2022	<b>Dominic Lobalu (SSD)</b> 1h 01mn 39s	<b>Cynthia Kosgei (KEN)</b> 1h 09mn 49s

# / Wheelchair

2024	<b>Julien Casoli (FRA)</b> 48mn 37s	PATRICIA EACHUS (CH) 56mn 19s
2023	Marcel Hug (CH) 43mn 51s	<b>Merle Menje (GER)</b> 52mn 05s
2022	Marcel Hug (CH) 43mn 37s	<b>Merle Menje (GER)</b> 51mn 19s

# / 10Km race

2024	<b>Ali Abdi-Salam (SOM)</b> 29mn 18s	<b>Marianne Fatton (CH)</b> 35mn 44s
2023	<b>Brian Kipchumba (KE)</b> 29mn 51s	Meseret Dinke (ETH) 32mn 51s
-	-	-
2019	Dominic Lobalu (SSD)	Virginie Lemay (FR)



# Message from the Partners



#### **GENERALI SWITZERLAND**

A representative survey\* by Generali Insurance shows that Swiss people are active and often enjoy putting on their running shoes. 47% of the surveyed runners have already participated in one or more races or plan to do so in the future. This reinforces and motivates our commitment to running.

As a lifetime partner to our customers, we focus on prevention and support in regards to health, rather than just claims management. Our growing Generali Running Family is open to everyone who enjoys running and wants to move regularly. Since 2022, we have increased the number of our customers, employees, and their family members from 50 participants at the Generali Genève Marathon to over 400 participants in 2025. This makes us

The Generali Running Family includes our ambassadors Tadesse Abraham and Dominic Lobalu as role models and motivators. Both came to Switzerland as refugees and are now among the most influential athletes in the Swiss running scene. Tadesse Abraham officially ended his career in December 2024, but we continue our successful collaboration with him this year.

Our foundation "The Human Safety Net Switzerland» is the charity partner of the Generali Genève Marathon. All runners can turn their run into a run for children and donate directly when registering. Generali's Swiss branch of the global initiative supports parents with children under six years old who grow up in difficult family circumstances across Switzerland.

Generali is proud to be the title partner of the Generali Genève Marathon again this year. We look forward to a fantastic sporting event with you. Run for it!



# Michel Menétrey Brand Activation Expert & Athlete Manager Running Generali Suisse

<sup>\*</sup>Study Profile

<sup>2488</sup> Swiss individuals participated in this study, of which 1474 engage in running. The survey is representative in terms of age, region, and gender. The survey period was from 30.08.2024 to 03.09.2024.

# Message from the Partners



#### THE HUMAN SAFETY NET SWITZERLAND

Knowledge empowers runners and families alike

Knowledge is power – the power to shape your own success and that of others. As a runner, knowing your body and how best to use it helps you to get across the finish line safely. And for parents, knowing how to raise children effectively – particularly in the crucial early years – fosters the health and well-being of all concerned. Not all families have easy access to this vital information, though. That's where The Human Safety Net Switzerland foundation steps in, supporting parents with young children in challenging situations and empowering them to define their own future.

### Empowering parents to support their children

Who we are is shaped in the first six years of our life. Early relationships and experiences improve children's health, education and career prospects, while poverty, stress and neglect can harm them. Parents have the greatest impact on their children's development. That is why The Human Safety Net Switzerland foundation helps families in difficult life situations. We support programmes that promote early education and empower parents.

The Generali Genève Marathon lets you unlock your potential while helping vulnerable families to unlock theirs. Your donation supports the project "Femmes-Tische" from the association Camarada in Geneva. The round tables empower women with a migration background on topics such as family, education or health and promote their integration.

I am very excited that The Human Safety Net Switzerland is for the fourth time charity partner of the Generali Genève Marathon. Our programmes give children in Switzerland equal opportunities at the starting line to their lives: thank you for supporting us.



#### **Alexandra Waldmeier**

**President of The Human Safety Net Switzerland** 

# **Institutional Partners**

The Generali Genève Marathon passes through 13 municipalities, each providing essential support to the event. Without their commitment and hospitality, a race of this magnitude could not take place. Their involvement allows runners to experience a unique journey through the heart of the Canton of Geneva, between the city and the countryside.



### Canton de Genève

The Canton of Geneva, located in the southwest of Switzerland, is a cosmopolitan and dynamic region, notably due to the presence of the United Nations and numerous international organizations. Known for its natural setting between city and countryside, it hosts many sporting events, providing ideal conditions for outdoor sports.



# Ville de Genève

A global city, Geneva is a financial and diplomatic hub, home to international institutions such as the UN and the Red Cross. It is known as the "Capital of Peace" and stands out for its compact size.

### Communes crossed



**Chêne-Bourg**: A small but densely populated municipality, offering a pleasant living environment and harmonious development.

Chêne-Bougeries: A recently elevated "town", symbolizing local history Chêne Bougeries with its legendary oak tree.



**Choulex**: Welcomes the marathon with enthusiasm, traversed by the event's course.



**Collonge-Bellerive**: Known for its scenic landscapes, this municipality provides a varied route for runners.



**Cologny**: A municipality on the left bank of Lake Geneva, ideal for a picturesque course.



**Gy** :A small village with stunning views of the mountains, welcoming participants in a natural setting.



**Jussy**: An agricultural and forested area, hosting many runners along its marked trails.



**Meinier**: Known for its "Courir pour Aider" association, the municipality supports the marathon with its sporty and humanitarian atmosphere.



**Presinge**: Crossed by the marathon route, offering participants a picturesque setting.



**Puplinge**: A refreshment station and relay point for the marathon, with strong involvement from local volunteers.



**Thônex**: A loyal partner, the city supports the marathon as runners pass through its Belle-Terre district.



**Vandoeuvres**: A small residential commune welcoming the passage of runners during the 10 km and marathon.

# **TITLE PARTNER**



### **CHARITY PARTNER**



### **OFFICIAL PARTNERS**









### **OFFICIAL** TIMEKEEPER



### **INSTITUTIONAL PARTNERS**







# **OFFICIAL SUPPLIERS**































# **MEDIA PARTNERS**





# **OFFICIAL** SUPPORTERS

Balestrafic, Carry-Box SA Club en fauteuil roulant Genève, Perskindol, Secra, Team Physio, Touring Club Suisse-section Genève, Serbeco, Skynight, Unilabs

# **Contacts et liens utiles**

### **CONTACT PRESSE**

**Damien DALLIER** 

+41 76 457 42 50

damien.dallier@ocgroup.com

### SITE INTERNET

generaligenevemarathon.com

# **PLATEFORME MEDIAS**

Lien vers la Plateforme Medias

**RÉSEAUX SOCIAUX** 

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