



News

Contact: Carolyn Wheat, 210-289-7205
cwheat@sanantoniosports.org

San Antonio Sports and City of San Antonio Announce Inaugural San Antonio Marathon: *Where Every Step Will Tell a Story*

Marathon weekend will include The Running Event, the nation's premier running convention

(SAN ANTONIO - Nov. 18, 2024) – San Antonio Sports, the city's nonprofit sports commission, and the City of San Antonio have announced the launch of the San Antonio [Marathon](#), a new destination event set for Sunday, Dec. 7, 2025. This premier marathon will succeed the Rock 'n' Roll San Antonio Marathon which has taken place for 16 years. Organizers expect to draw more than 18,000 runners and walkers who will experience a course showcasing the San Antonio's vibrant spirit, rich culture and storied heritage.

The marathon will follow The Running Event (TRE), North America's largest running convention, Dec. 2 - 4, positioning San Antonio as the epicenter of the running world during the first week in December. San Antonio Marathon weekend extends TRE with an expo on Dec. 5 and 6, followed by the marathon on Dec. 7.

"San Antonio's welcoming atmosphere and mild weather make the city an attractive destination," said Jenny Carnes. "We're excited that The Running Event will bring the running industry to San Antonio, followed by a world-class destination marathon. Participants will get to experience a course that's uniquely San Antonio along with the festive spirit of our downtown during the holidays. There's no more beautiful time or better place to run."

“We have created a strong marathon tradition over the years, and the new San Antonio Marathon will enhance the city’s stature with runners, helping solidify our race as a destination marathon in the tradition of New York and Boston,” said Mayor Ron Nirenberg. “This change will benefit our community as well marathon enthusiasts.”

A Showcase of San Antonio’s Culture, Mile by Mile

The Trust Group, known for their expertise in race operations and course designs will manage the San Antonio Marathon, while professional runner and Olympian Meb Keflezighi will provide insights in designing a Boston Marathon-qualifying course that prioritizes the runner’s experience. The course will have a unique design, “where every step tells a story.” Each mile will reflect San Antonio’s rich culture and diverse heritage through themed miles. Examples include:

- The Yanaguana Mile
- The Fiesta Mile
- The Military Mile
- The Rodeo Mile
- The Culinary Mile

A Legacy of Wellness and Community

When the Rock ‘n’ Roll San Antonio Marathon debuted in 2008, it set the record for the largest inaugural running event in U.S. history, selling out with more than 30,500 registered participants. It also inspired a movement of wellness across the city. Today, running groups are surging in popularity. The San Antonio Marathon will continue this legacy, embracing the community’s passion for fitness and connection.

[Online registration](#) officially opened today at a special rate of \$89.00 for the marathon, \$79.00 for the half-marathon and \$39.00 for the 5K. Course details will be unveiled early next year. With TRE and the San Antonio Marathon, the Alamo City invites visitors to experience an unforgettable race and holiday season, while locals can take pride in participating in a homegrown event.

San Antonio Sports is also working with Centro San Antonio and Visit San Antonio to ensure a great experience for downtown businesses and visitors.

ABOUT SAN ANTONIO SPORTS

San Antonio Sports is a nonprofit organization whose mission is *to transform our community through the power of sport*. San Antonio Sports bids on and hosts premier sporting events such as NCAA® championships, which have generated a local economic impact of more than \$1 billion. San Antonio Sports youth and community kids programs, including *i play! afterschool* and San Antonio Sports ACTIVATE *annually* touch the lives of thousands of children and families. San Antonio Sports also serves as a catalyst for the development of quality recreational and athletic facilities in our community. To learn more, visit SanAntonioSports.org.