



Press release
Marne-la-Vallée, September 26th, 2016

Discover Disneyland® Paris first Half Marathon Weekend from behind the scenes

Disneyland® Paris hosted its first Disneyland® Paris – Val d’Europe Half Marathon Weekend from September 22nd to 25th. Disney Business Solutions put to use its teams’ expertise to create an unforgettable weekend that coupled sports with the Disney magic.

More than 15,000 runners took part in France’s first-ever *runDisney* weekend. The unique combination of Disney Business Solutions’ expertise in event organisation with Disney strong DNA made it possible to transform this event into a uniquely magical and unforgettable experience for all. This was managed despite the challenge to keep the parks open all weekend long during usual public opening hours.

The weekend featured three kinds of races designed for all the family: the Disneyland® Paris 5K, the *runDisney* Kids Races and the main race, the inaugural Disneyland® Paris – Val d’Europe Half Marathon. An inaugural launch party took place at the Walt Disney Studios® Park and the Disney Events Arena® held the *runDisney* Health & Fitness Expo from September 22nd to 24th. Additional events organised over the weekend made this experience of sports, leisure and Disney magic unforgettable.

Key figures:

Teams worked for over a year on this project to organize this extraordinary event
More than 15,000 runners took part in the different races. Each left with a medal, a reminder of this unique event they can hold onto
Entertainments found at every kilometer to cheer runners along throughout the race

Disney Business Solutions and sports

Disneyland® Paris has welcomed for years some of the greatest sport events: the Tour de France departure in 1994 and, since 2013, the Disneyland Paris Leaders Cup LNB. In 2018,

the Junior Ryder Cup will be played at Disneyland® Paris. This year's *runDisney* shows once again the ambition of the number one integrated MICE destination in Europe to transform client events into unforgettable experiences.

About Disney Business Solutions

Disney Business Solutions is Europe's number 1 integrated MICE destination. In charge of the business tourism and events market for Disneyland Paris, it has organised over 850 events a year for 24 years.

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