



2020 Tauranga Marathon

Event Cancellation Notice

Tuesday, 31 March 2020

Hi everyone

Running Events are deeply disappointed to announce that the 2020 Tauranga Marathon will not take place and the event has been cancelled.

Producing the 2019 Garmin Tauranga Marathon was one of most satisfying experiences in our 12-year history and we were really looking forward to building on that base in 2020. Unfortunately, for reasons detailed below, that is not going to be possible and we're going to have to pump the brakes for a while so that we can come back stronger in 2021.

Why are we cancelling now, with another 6 months until the event?

You might wonder why we don't wait another month or two to see how the pandemic plays out in New Zealand before making a decision like this. There are three main reasons for this:

1. We want to give entrants – especially those tackling the full marathon – plenty of time to take this on board. Running a full marathon is a “bucket list” item for many, with months of preparation and build-up. We want everyone to have as much notice as possible so that they can plan their training and participation goals accordingly.
2. Producing the event would place a high financial risk on our company. Even in the very best of times, the Tauranga Marathon is an expensive event to produce, costing significantly more than any of our other events. Even with external funding, the 2019 edition was a break-even proposition. However, we felt that after such a successful day, we could grow participation to a more financially secure level. Unfortunately, in the current environment we all find ourselves in, it appears unlikely we would reach our targets for 2020.
3. Two other major, central North Island, marathon events have been rescheduled from their April/May time slots and have chosen to stage themselves within a week of the already published date for the 2020 Tauranga Marathon. This has the potential for a significant detrimental effect on our own participation goals for 2020, particularly for the full marathon.

Our commitment to the event is unwavering. We loved taking on this huge challenge in 2019 and building the event to be one of the top marathons in New Zealand. So, rest assured we will be back in 2021; bigger, brighter and better!

Until then, take care and be safe,

The Team @ Running Events