



## **MEDIA & PUBLIC RELATIONS IMPACT REPORT**

Saucony Love Run Philadelphia Half Marathon

Prepared by: Dawn Angelique Roberts  
Strategic Communications Lead, Elite Access Running

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### **EXECUTIVE SUMMARY**

The 2026 Saucony Love Run Philadelphia Half Marathon generated strong media visibility across major broadcast, digital, radio, and video platforms.

Race weekend coverage included on-site presence from multiple major television stations, with CBS-3, 6ABC, NBC10, and FOX29 arriving as early as 5:30 a.m. and remaining on-site through approximately 11:30 a.m., capturing live and recorded coverage from the start line through the finish area.

Coverage extended beyond race day, including pre-race media presence at the Love Run Expo, contributing to multi-day visibility across the event weekend. Coverage consistently highlighted participation of more than 15,000 runners and strong community engagement throughout Philadelphia.

Media outreach and coordination were executed across pre-race, on-site, and post-race phases, including development and management of a structured race morning broadcast schedule supporting multi-station live coverage.

This coordinated approach resulted in sustained, multi-platform visibility across local, regional, and national media outlets.

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### **KEY MEDIA HIGHLIGHTS**

- Secured multi-station on-site broadcast coverage (CBS-3, 6ABC, NBC10, FOX29)

- Coordinated extended race day media presence from 5:30 a.m. through 11:30 a.m. (start to finish coverage)
- Developed and coordinated race morning broadcast interview schedule supporting live coverage across multiple stations (CBS-3, 6ABC, NBC10, FOX29)
- Generated multi-outlet digital news coverage across major platforms
- Achieved radio coverage and video content extending beyond race day
- Reinforced visibility for event partners and sponsors

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## **MEDIA COVERAGE BREAKDOWN**

### **Broadcast Coverage**

- NBC10

On-site coverage at the Love Run Expo (pre-race) and race day coverage, supporting multi-day event visibility

#### **- On-Site Coverage**

CBS-3, 6ABC, NBC10, FOX29

(Coordinated live race morning coverage from 5:30 a.m. – 11:30 a.m., including pre-race interview programming)

- CBS Philadelphia

[Philly Love Run draws thousands of runners to city for half marathon and 7K race](#)

- Syndicated pickup via MSN, extending reach across additional digital platforms

[Philly Love Run draws thousands of runners to city for half marathon and 7K race](#)

- CBS 21

[Philly Love Run draws thousands of runners to city for half marathon and 7K race](#)

- CBS News

[Runners take off from the 2026 Philly Love Run starting line](#)

[Philly Love Run draws thousands of runners to city for half marathon and 7K race](#)

- FOX 29 Philadelphia

[Saucony Love Run Philly draws thousands for half marathon, 7K](#)

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### **Digital & Online Media**

- Pre-race coverage across local media outlets highlighting road closures and race logistics, supporting public awareness and citywide engagement

- National Today

[Thousands Participate in Philly Love Run Half Marathon](#)

- Yahoo News (Video)

[Thousands hit Philadelphia streets for 2026 Love Run](#)

- SSBCrack News

[Saucony Philly Love Run Half Marathon and 7K Set for March 29, 2026](#)

- Yardbarker

[Watch: Abigail Morro takes the win in the women's Love Run Philly Half Marathon, running 1:16:05](#)

- Fathom Journal

[Love Run Philly: Your Guide to Philadelphia's Premier Spring Half Marathon and 7K](#)

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### **Radio Coverage**

- KYW Newsradio (Audacy)

[Thousands turn out for Philly Love Run Half Marathon](#)

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## **Video Coverage**

- CBS / YouTube

[Thousands hit Philadelphia streets for 2026 Love Run](#)

- NBC10 (Finish Line Coverage)

[Winners of the Philly Love Run – interviews with race winners at the finish line](#)

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## **Media Presence & On-Site Engagement**

- O.J. Spivey (The Philadelphia Tribune) attended race weekend events, including the Saucony Starting Line: Race Weekend Kickoff Party and Lapstone and Hammer Presents: After Hours
- Additional attendees connected to elected officials and the Mayor's Office were present at the Saucony Starting Line: Race Weekend Kickoff Party
- Ongoing engagement with invited media and community leaders contributed to overall visibility across race weekend activations

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## **INDUSTRY & DISTRIBUTED MEDIA COVERAGE**

- Endurance Sportswire

[Saucony Love Run Philadelphia Hosts 14,500 Runners at 11th-Consecutive](#)

[Sold-Out Event](#)

(Distributed via Treat Public Relations)

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## **STRATEGIC IMPACT**

- Delivered coordinated media engagement across pre-race, on-site, and post-race phases, contributing to sustained and multi-platform coverage

- Led coordination of race morning broadcast coverage, including development of interview schedule, alignment with media crews, and on-site management beginning at 4:30 a.m., supporting continuous live coverage across multiple stations leading into race start
- Strengthened local and regional media presence
- Elevated sponsor and partner visibility
- Reinforced community engagement through targeted outreach
- Supported a dynamic race weekend experience through coordinated media and on-site execution

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### **NEXT STEPS / OPPORTUNITIES**

- Expand early media outreach to secure additional broadcast placements
- Formalize VIP and media engagement strategy in advance of race weekend
- Build on existing relationships to increase attendance from elected officials and community leaders