



March 2010

Dear Hopkinton Business Owner,

Hopkinton has a long, warm, and respectful relationship with the BAA Boston Marathon. Its residents have watched the event grow from 200 or so runners to the 26,000 who will come to the starting line on April 19th. Others tell of people met in distant places who recognize Hopkinton, Massachusetts because it hosts the start of this 114 year-old event. Many believe that if you want to find the true spirit of this international event, it can be found in Hopkinton.

This year brings together a number of elements, which create a unique opportunity for our community. For example, 2010 marks the 2,500th Anniversary of the Battle of Marathon, which took place in 490 BC. In addition to being one of the most significant military battles in history, it is believed to have provided the spirit from which the marathon run was born. In addition, we are particularly fortunate because Hopkinton has a sister-city relationship with Marathon, Greece the location where the Battle of Marathon took place.

As you may have heard, there is a new collaboration of organizations, town committees, and businesses working on an initiative to highlight Hopkinton's ties to history. The **Hopkinton Runners Festival** will include a weeklong series of events and attractions all directed at creating a warm welcome to all who will be visiting Hopkinton during the week leading up the April 19, 2010.

It is our intention to create a unified look and vision for the community for the 2500th Anniversary of the Battle of Marathon. Along with banners for the downtown area, there will be window signs, sidewalk mats and store banners available to the business owners. In addition, we are working on a "Passport to Hopkinton" that will include a map with participating businesses highlighted, and advertisements throughout.

The attachment describes the **Hopkinton Runners Festival**, which will include activities starting on April 10, 2010, and concluding with the start of the 114th BAA Boston Marathon. If you are interested in participating, please contact Denise Griben (Ciao Time) at 508.435.0022 or Beth Graubart (Hopkinton Drug) at 508.435.4441 x112.

