

## **Xiamen Marathon is granted the World Athletics Elite Platinum Label**



PRESS RELEASE: On February 25, 2021 (21:30 Beijing time), Xiamen Marathon, as announced by the World Athletics website, was rated as the 2021 World Athletics Elite Platinum Label race, making it the second marathon in China (the 13th in the world) awarded with this distinction.

The “World Athletics Elite Platinum Label”—highest level of the current World Athletics race rating system—signifies the world’s top race certification label. October 2018 saw an addition of the supreme “Platinum Label” on top of the original Gold, Silver and Bronze Labels by the World Athletics to highlight the race’s benchmark status in the industry. The 4 labels of Platinum, Gold, Silver and Bronze were adjusted in January 2021 to a 3-level system, namely World Athletics Elite Platinum Label, World Athletics Elite Label and World Athletics Label.

### **Endless pursuit of excellence**

Xiamen Marathon has run successfully for 18 years since its inception in 2003. It has attracted many top runners at home and abroad over the years by continuously optimizing the competitive environment and service level of the race, becoming a road race mecca for runners worldwide. The score 2:06:19 made by Moses Mosop (male runner from Kenya) at the 2015 C&D Xiamen Marathon stands not only as the race record for Xiamen Marathon, but also as the best result for men in marathons in China to date.

Xiamen Marathon has received many honors over the years, including being rated as one of the world’s first batch of races to win World Athletics Gold Label and the one to win it for 13 consecutive years before being awarded the Elite Platinum Label. Xiamen was granted “Marathon City” by China Athletics in 2018, the only city in China currently to enjoy this title. Also, it won the “Green Award” awarded by the

Association of International Marathons and Road Races. Despite the accolades, Xiamen Marathon has never rested in its pursuit of being a world-class marathon event.

### **Platinum certified to bring distinction**

The Xiamen Marathon gained the World Athletics Elite Platinum Label alongside the six world marathon majors (Boston Marathon, London Marathon, Berlin Marathon, Chicago Marathon, New York Marathon, and Tokyo Marathon), becoming the second race winning this label in China after Shanghai Marathon. This is undoubtedly a recognition and commendation for Xiamen Marathon that has been held for 18 consecutive years.

“Xiamen Marathon has contributed significantly to the development of marathons in China over the past nineteen years,” said Ruan Dunliang, secretary of the leading party group and director of Xiamen Municipal Bureau of Sports. “The ‘Elite Platinum Standard’ represents a high degree of recognition and also a new mission for Xiamen Marathon, symbolizing a new era for Xiamen Marathon. Future efforts will keep focusing on improving the professionalism and internationalization of Xiamen Marathon to bring a higher-quality race to marathon enthusiasts worldwide. We will further expand the influence of the city by virtue of the marathon, assist in building Xiamen into a beautiful modern and international city burgeoning with high quality development, and contribute to the construction of a sports power and a healthy China.”

### **About Xiamen Culture Media Sports Co., Ltd.**

Established in 2005, Xiamen Culture Media Sports Co., Ltd. is mainly engaged in the field of professional sports events. It is a professional brand event operator with its essential business scopes in the comprehensive services of road running events, whole industry chain of sports tourism and sports competition. With over a decade of experience in city marathon operation, it is the very first company in China that has successfully marketised a large city marathon event - Xiamen International Marathon.

### **For media enquiries, please contact:**

Mr. Leo Lin  
Director - Xiamen Culture Media Sports Co., Ltd.  
Email: [leo-87@foxmail.com](mailto:leo-87@foxmail.com)