

# JE — COURS QC

2025



gestev  
EXPERIENCES

# DEMOCRATIZING RUNNING AND SETTING THE STANDARD

FOUR RACES HELD IN  
AND AROUND QUÉBEC  
CITY, UNDER THE  
*JE COURS QC* BANNER.

UNIFYING  
FESTIVE  
ATTENTIVE TO PARTICIPANTS  
ATTENTIVE TO THE SPONSOR  
SAFE



A record year! Four sold-out races, proof of our races' growing popularity this season!



# KEY FIGURES FOR THE 2024 *JE COURS QC* SEASON

4 events

DEMI —  
MARATHON  
—— Lévis

— TRAIL  
COUREUR  
DES BOIS  
DUCHESNAY

—— DÉFI  
ESCALIERS  
QUÉBEC

MARATHON  
BENEVA QUÉBEC  
—— PRESENTED BY MONTELLIER

22 

races

19 500 

hours of volunteering

\$26 465 

donated to volunteer groups to help  
fund various projects and causes

950 

5-to-12-year-olds  
introduced to running

24 600 

runners and walkers

2000 

volunteers for the Beneva Québec City  
Marathon presented by Montellier

\$60 000

raised for associated causes,  
including a major financial  
contribution from Beneva



# OUR RUNNERS

sports experts

LIVE EXPERIENCE  
gestev

sports experts

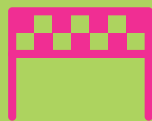
LIVE EXPERIENCE  
gestev

99%



of runners and 99% of spectators enjoyed their experience at the Beneva Québec City Marathon presented by Montellier

3/5



of runners, or 60%, were at the start line for the first time, bringing a fresh influx of excitement to the event

50%



of marathoners had already taken part in the event, which is relatively high among marathon runners who travel for their sporting event

88%



of participants expressed their wish to come back next year to the Beneva Marathon presented by Montellier

## ON AVERAGE, FOR THE JE COURS QC SERIES



19% under 25  
30% 25-34  
25% 35-44  
26% 45-54



53%  
women



47%  
men

76%



of runners in the Beneva Québec City Marathon presented by Montellier were accompanied by supporters to cheer them on

73%



of runners in the Beneva Québec City Marathon presented by Montellier took part in a race with friends, colleagues, and/or members of their family

# DEMI MARATHON



— MAY  
3 AND 4  
2025

21.1  
10  
5  
Σ  
K  
M  
KIDS RACE  
(2 KM)

21<sup>TH</sup>  
EDITION

The must-attend event at the start of the season for thousands of runners, kicking off the season under the sun.

**8,000** EXPECTED PARTICIPANTS

Origin	Gender	Age
73% locals	47% Men	30% 25-34
27% visitors	53% Women	25% 35-44
		17% 45-54

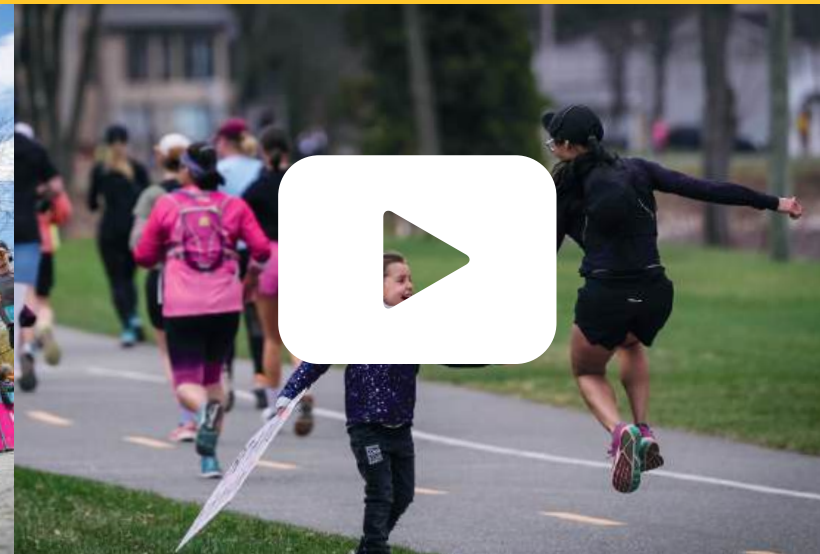
Locals: participants residing in the locality where the event is held or within a radius of 40-km without overnight stay during the event. Visitors: participants residing beyond a 40-km radius of the locality where the event is held.



Magnificent views of the St. Lawrence River



Selected as the road-race event of the year at the 28<sup>th</sup> Gala Athlétas in 2021, held by Fédération québécoise d'athlétisme.



# — TRAIL COUREUR DES BOIS

## DUCHESNAY

MAY  
19 —  
2025

48  
34  
18  
8  
3

**Σ**  
**Y**

KIDS RACE  
(1.5 KM)

11<sup>TH</sup>  
EDITION

A wilderness experience in a magnificent mixed forest. Perfect for pushing your limits.

**2,000** EXPECTED PARTICIPANTS

Origin	Gender	Age
60% locals	49% Men	28% 25-34
40% visitors	51% Women	29% 35-44
		18% 45-54

Locals: participants residing in the locality where the event is held or within a radius of 40-km without overnight stay during the event. Visitors: participants residing beyond a 40-km radius of the locality where the event is held.

Eco-responsible, zero-waste trail: free reusable snack bag.



A curly parsley plant as a medal or a donation to a food-aid organization, a green choice that will last.



# DÉFI ESCALIERS QUÉBEC

JUNE 21 — 2025

19  
14  
9  
4



KIDS RACE (2 KM)

15<sup>TH</sup> EDITION

The only urban-trail event in Québec.

2,200 EXPECTED PARTICIPANTS

Origin	Gender	Age
74% locals	43% Men	21% 25-34
26% visitors	57% Women	28% 35-44
		21% 45-54

**Locals:** participants residing in the locality where the event is held or within a radius of 40-km without overnight stay during the event. **Visitors:** participants residing beyond a 40-km radius of the locality where the event is held.

Some forty staircases totalling almost 3,000 steps for the longest distance, the 19 km event.



A hybrid course combining running and stair-climbing, a muscle-building challenge.



Start and finish sites in the heart of Old Québec.



An outstanding tourist attraction and a unique racing model in Québec City.



# MARATHON BENEVA QUÉBEC

PRESENTED BY MONTELLIÉ

OCT  
3 TO 5  
2025

42.2  
21.1  
10  
5  
KIDS RACE  
(2 KM)

26<sup>TH</sup>  
EDITION

The third-largest marathon in Québec, with a picture-postcard route.

13,000 EXPECTED PARTICIPANTS

Origin	Gender	Age
72% locals	49% Men	32% 25-34
28% visitors	51% Women	22% 35-44
		15% 45-54

**Locals:** participants residing in the locality where the event is held or within a radius of 40-km without overnight stay during the event. **Visitors:** participants residing beyond a 40-km radius of the locality where the event is held.



Start and finish at Place Jean-Béliveau, a festive and unifying space for a unique experience.



Goes through nine neighbourhoods in three distinct boroughs.

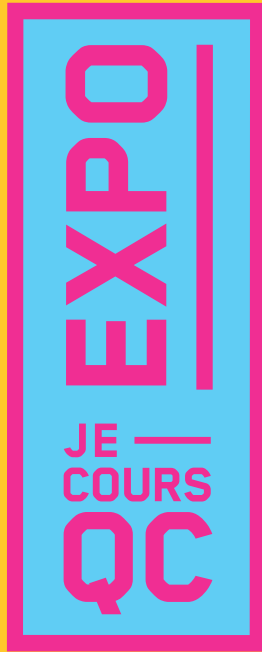




# SUPPORTING SITES IN 2023

- Beneva zone
- The Montellier platform
- Brunet post-race
- Fonds de solidarité FTQ Desk
- Ring the Shop Santé bell
- Barrfly squad
- On Running Community Panel
- On Running cheer station
- PCN Physio Masso zone
- Michelob Ultra bar
- Smith Café foodtruck





RUNNING • OUTDOOR • HEALTH



Pick-up point for race numbers, T-shirts, and bags.



As part of the Beneva Québec City Marathon presented by Montellier

Friday, October 3 from 11 a.m to 8 p.m.  
Saturday, October 4 from 9 a.m. to 6 p.m.  
Centre de foires de Québec, ExpoCité

19,500 visitors      30 exhibitors      8 speakers



On the agenda: trends, discoveries, new products, demonstrations, bargains, presentations, and much more.

Open to all and free of charge.





# GesteVert

## INITIATIVE



### MANAGEMENT OF RESIDUAL MATERIALS

- Three-way residual-material recovery islands (recycling, composting, and waste) made available to runners, visitors, volunteers, and organizers, enabling at least 40% of the materials generated to be recycled.
- On-site sorting of materials for composting.



### TRANSPORTATION AND GHG

- Free, secure bicycle parking for runners, visitors, and volunteers.



### SUTTLE SERVICE

- For the Trail du Coureur des Bois de Duchesnay.



### RAISING AWARENESS

- The presence of a green squad on-site to raise awareness and encourage visitors to take part in eco-responsible efforts.
- Encourage runners to bring their own water bottles.
- Promote active and public transportation.



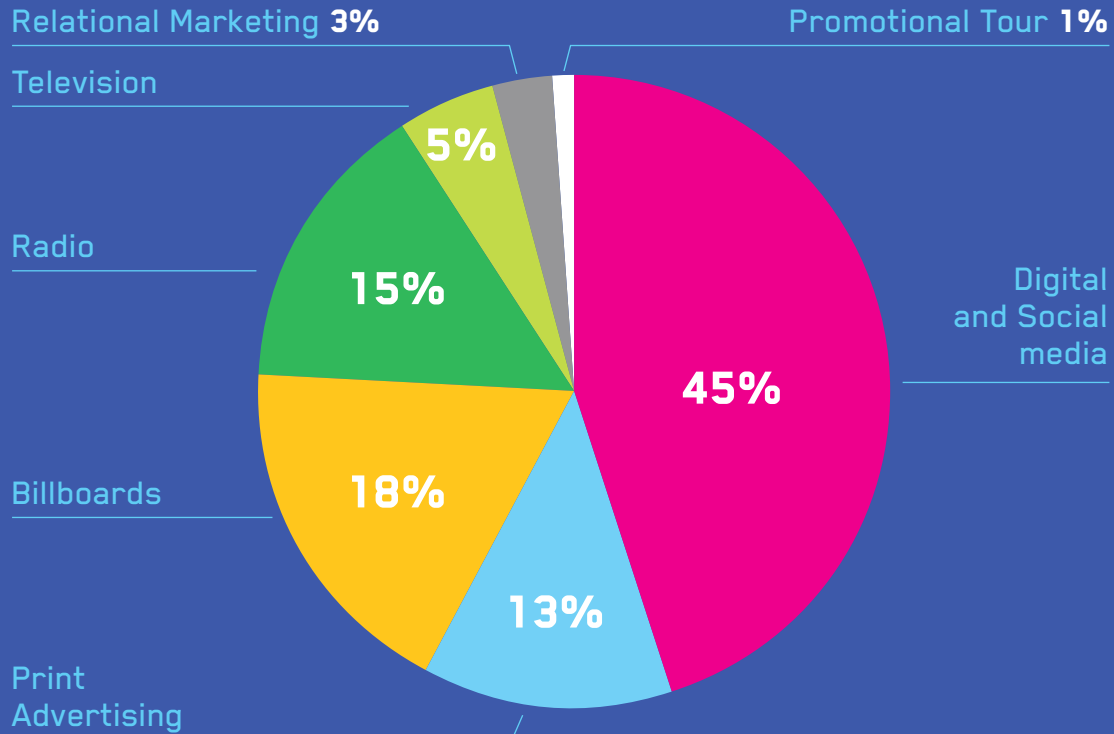
### RESPONSIBLE CONSUMPTION

- 100% elimination of single-use water bottles.
- Distribution of compostable glasses in the finishing corridor and installation of two water stations in the finishing area.
- Elimination of plastic bags in the finishing area and offer of a reusable bag.
- Donation of shoes and clothing to Accès-Loisirs Québec.
- Donation of surplus food to L'Auberivière.
- Offer of local food (from Québec) to runners.
- Option to waive the medal and T-shirt.

# MEDIA VALUE

## 2024 REFERENCE

JE  
COURS  
QC



**TOTAL VALUE: \$594,14.20**

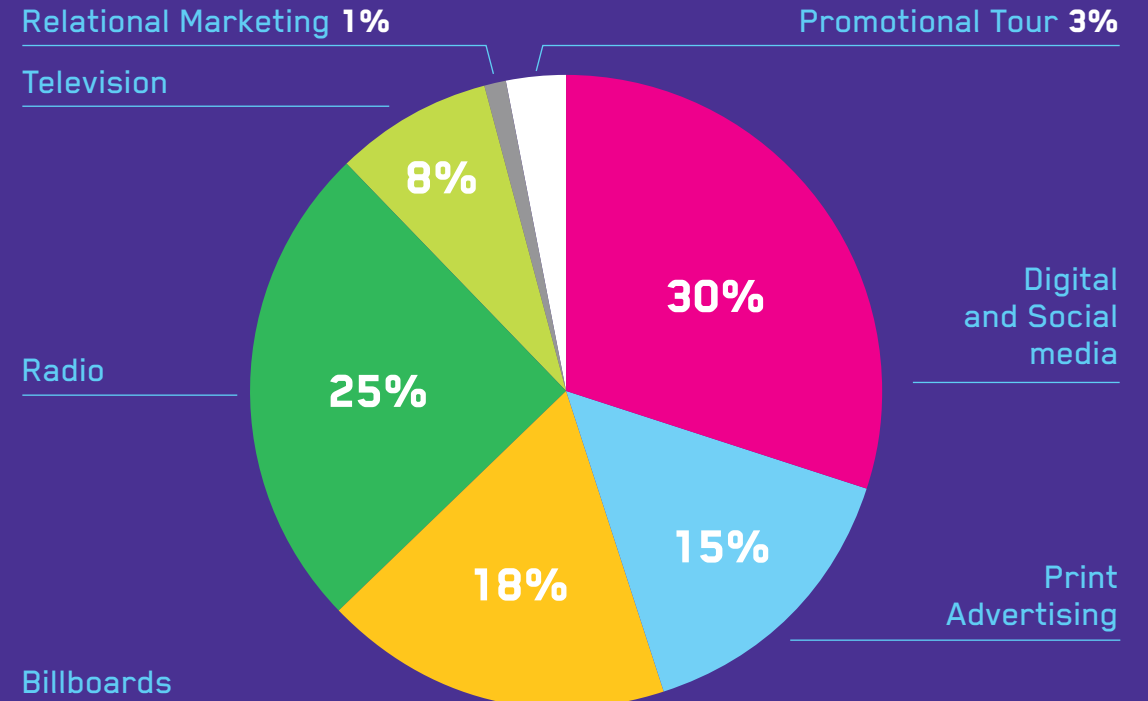
**90,469,943 IMPRESSIONS**

(includes all running events and the *Je Cours Qc* expo)

# MARATHON

## BENEVA QUÉBEC

PRESENTED BY MONTELLIER



**TOTAL VALUE: \$340,181.50**

**35,32,486 IMPRESSIONS**

(Beneva Québec City Marathon presented by Montellier)

# JCQ AMBASSADORS

2024 reference



## CAROLINE LONGCHAMP

- More than 7.7 K followers on Instagram
- Very active in the *Je Cours Qc* community



## JOANNIE FORTIN

- More than 11.4 K followers on Instagram
- More than 13 K likes on her page (La Folle Qui Court)
- Radio host at WKND 91.9, *Je Cours Qc's* radio partner



## SIMON-PIERRE LEBLANC

- More than 2 K followers on Instagram
- More than 2 K followers on Facebook



## SIMON LEBLANC

- Winner of the 42,2 K at the 2023 MDQ - Elite
- Attendance at the recognition outings



## KAREL CADORET

- 11 K followers on Instagram
- She is very active in the Quebec City running community (involved in the "6am Limoilou" and "Wknd Trail" running clubs)



## CAROLINE POMERLEAU ET ANOUKA TREMBLAY

- Caroline: nearly 5 K followers on Instagram
- Anouka: more than 5 K followers on Instagram
- 25.9 K followers on TikTok



## DOMINIC GUAY

- Nearly 2 K followers on Instagram
- Founder of Club de course de Montcalm



## ALEXANDRA HOULD

- Winner of the « Ambassadeurs du public 2024 » contest
- 42,7 K followers on Instagram
- Highly engaged community
- Mom of 4

# AMBASSADORS FOR ASSOCIATED CAUSES



## PIERRE-LUC CARTIER

- Ambassador for the ICUPQ Fondation



## ISABELLE GENEST

- Ambassador for Centraide Québec et Chaudière-Appalaches



## MIGUEL THERIAULT

- Ambassador for Le Grand Chemin Foundation



## GABRIEL TREMBLAY

- Ambassador for Groupe TAQ

# INVITED GUESTS

- DENIS THERRIEN
- GUILLAUME RIOUX

- BRUNO MARCHAND
- RENAUD BLANCHET



More than 140 publications were issued by *Je Cours Qc* ambassadors, for a media value of nearly \$10,400.

# MEDIA IMPACT

## 2023 REFERENCE



More than **30 articles**, including **13 full pages**, in the following newspapers: *Le Journal de Québec*, *Le Journal de Montréal*, *Le Soleil*, *Le Quotidien* and *La Presse Plus*.



Nearly **40 mentions on the web**, including on the sites of *Le Journal de Québec*, *Le Journal de Montréal*, *Radio-Canada Québec*, *Métro Québec*, *Le Journal de Lévis*, *Le Soleil*, *Le Nouvelliste*, *TVA Nouvelles* and more.



**40 mentions on television**, for a total airtime of 1 hour 30 minutes on the following stations: CFCM (TVA), QUÉBEC CITY - LCN, MONTRÉAL - RDI, MONTRÉAL - TVA, MONTRÉAL - TVA, QUÉBEC CITY - CBVT (ICI RADIO-CANADA TÉLÉ), QUÉBEC CITY - SRC (ICI RADIO-CANADA TÉLÉ), MONTRÉAL - CBMT-DT (CBC TELEVISION), MONTRÉAL.



More than **30 mentions on the radio**, totalling almost three hours on the following stations: CBV (ICI RADIO-CANADA PREMIÈRE), QUÉBEC CITY - CJMF (93,3), QUÉBEC CITY - CJBR (ICI RADIO-CANADA PREMIÈRE), RIMOUSKI - CBVE (CBC RADIO ONE), QUÉBEC CITY - EASTERN QUÉBEC - CBOF (ICI RADIO CANADA PREMIÈRE), OTTAWA-GATINEAU - CHMP 98,5 FM (COGECO), MONTRÉAL - CBVE (CBC RADIO ONE), QUÉBEC CITY - EASTERN QUÉBEC - CBC RADIO ONE, PAN-QUÉBEC - CBF (ICI RADIO-CANADA PREMIÈRE), MONTRÉAL - CBF-FM-10 (ICI-RADIO-CANADA PREMIÈRE), SHERBROOKE - CBC RADIO ONE, MONTRÉAL - QUB RADIO, MONTRÉAL.



More than **45 interviews** coordinated by the GesteV communications team.



Nearly 40 accredited media representatives at the *Je Cours Qc* 2023 races, including more than 10 at the Lévis Half-Marathon, nearly 5 at the Défi des Escaliers and nearly 25 at the Beneva Québec City Marathon presented by Montellier.



# OUR PARTNERS IN 2024

Partenaire titre

**beneva**

Partenaire collaborateur



Partenaires majeurs



Partenaires publics



Partenaires officiels



Fournisseurs officiels



Partenaire supporteur

Partenaires médias



Sanctionné par

Producteur délégué



# THANK YOU —



[JECOURSQC.COM](http://JECOURSQC.COM)

**gestev**  
EXPERIENCES

Events from Corporation Événements  
Course de Québec