

**PRESS RELEASE**  
For immediate release

*Beneva Quebec City Marathon presented by Montellier*

## More than 17,000 runners taking to Quebec City streets this weekend

**Quebec City, Tuesday, September 30, 2025** – Event organizer Quebec Running Events Corporation and event producer Gestev are thrilled to kick off the festivities for the 26th annual Beneva Quebec City Marathon presented by Montellier. On Saturday, October 5, and Sunday, October 6, Quebec City will be pulsing to the pace of a record-breaking **17,000 runners**. That's the total number of participants in the weekend's events—starting with the 2K Kids' Race, the Beneva Health 5K and the Sports Experts 10K on Saturday and amping up to the Shop Santé 21.1K Half Marathon presented by WKND 91.9 and the Beneva 42.2K Marathon on Sunday. The heart of the action is Place Jean-Béliveau, and that's where the finish line will be for all the race distances on the program.

### **Spectacular growth: Registration up +30%**

Demand for the Beneva Quebec City Marathon presented by Montellier continues to skyrocket, and the event has now sold out for the third year running. Registration is up a whopping 122% since 2022, with a 30% increase this year alone. There's something special about this event that keeps the momentum growing. "Running is still gaining in popularity, and there's a whole community emerging," said Geneviève Blouin, Chair of the Board of Directors of Quebec City Running Events Corporation. "There are more running clubs than ever before. Young people are flocking to the event and we're stoked to see a real sense of camaraderie developing. It's a social thing. People just want to get out there and be active and have fun."

The Marathon is now one of the country's most vibrant major running events. It's a huge celebration of running in Eastern Canada. "When we took over the Run Quebec City series in 2015, we had big dreams for the Beneva Quebec City Marathon presented by Montellier. We wanted to make it one of the great destination marathons. Ten years down the road, our momentum is still strong and we're looking to the future. We have grand plans. This year, participation has reached a record high. Local demand is always robust. And we're rolling out the Quebec City red carpet for more and more participants from further afield too—about 30% this year. Residents come out in the tens of thousands to watch. The city is going to be really buzzing with spectators too, based on the 58,000-strong crowd we saw in 2024," said Marianne Pelchat, executive event producer for Gestev.

"The Government of Québec is proud to support the Beneva Quebec City Marathon presented by Montellier—a competition that gives participants the opportunity to discover Quebec City from a new angle with its various distance races," said Amélie Dionne, Quebec's Minister of Tourism and Minister Responsible for the Bas-Saint-Laurent Region and the Gaspésie-Îles-de-la-Madeleine Region. "This sporting event puts Quebec firmly on the map as a world-class tourism destination and a place where visitors can enjoy a memorable experience like no other, and it shines the spotlight on the sheer talent of our event management industry."

### **Semaine GO pre-event: Fun for all**

Last year's popular Semaine GO (GO Week) pre-event is back this year with more free programming for everyone to enjoy. Kicking off on Monday, September 29 and running until Saturday, October 4, the pre-event week features group runs, inspiring talks and party nights, as well as the Je Cours Qc Expo. The Expo opens on Friday. This is where all event participants will go to pick up their bibs. It's also a happening place to be with no fewer than nine talks to take in and 30 exhibitors' booths to check out for the hottest running tips and info.

## Energy and atmosphere from start to finish

There's much more to the Beneva Quebec City Marathon presented by Montellier than just a start line and finish line. There'll be 29 music performers at various points along the course throughout the weekend. Way to give participants a second wind—and get the beat pumping for the crowd in nine different neighbourhoods and three districts around the city! Place Jean-Béliveau is going to be the hot spot to celebrate sporting achievement, complete with Expo Village, partner activation zones and an area especially for families.

## Event schedule

Event	Day	Start time	First finishers	Podiums
Beneva Health 5K	Saturday, October 4	10 a.m.	10:15 a.m.	10:45 a.m.
Sports Experts 10K	Saturday, October 4	11 a.m.	11:31 a.m.	12:15 p.m.
2K Kids Race	Saturday, October 4	1:30 p.m.	1:36 p.m.	2 p.m.
Beneva 42.2K Marathon	Sunday, October 5	8 a.m.	10:10 a.m.	11:30 a.m.
Shop Santé 21.1K Half Marathon presented by WKND 91.9	Sunday, October 5	9:35 a.m.	10:45 a.m.	11:40 a.m.

Check out the complete weekend schedule at [jecoursqc.com](http://jecoursqc.com)

## Thanks to our partners

As event producer, Gestev would like to thank the partners who have made this 26th annual Beneva Quebec City Marathon even more memorable—starting with title partner [Beneva](#), presenting partner [Montellier](#), major event partners [Brunet](#), [Shop Santé](#) and [Sports Experts](#), followed by our public and tourism partners, the [Gouvernement du Québec](#) and its ministry of tourism, Secrétariat à la Capitale-Nationale and ministry of education, the [Ville de Québec](#), [Destination Québec Cité](#) and [Canada's National Battlefields Commission](#). Huge thanks to our official partners [Le Lait](#), [Michelob](#), [Athletic Brewing Co.](#), [Canac](#), [XACT NUTRITION](#), [Campus Coach](#), [Polysleep](#), [UltraHuman](#), [Dermapure](#), [Marsquest](#), [Coros](#), [PCN Physio](#) and [HOKA](#), official shoe of the Je Cours Qc running series. Thank you to our official transporter [Boulevard Toyota Lexus](#) and our official suppliers [Core Power](#), [Liberté](#), [Krispy Kernels](#), [Biscuits Leclerc](#), [Maxi](#), [àVélo](#), [Château Laurier](#), [Jardin de ville](#), [Bel-Gaufre](#), [Groupe Boucher Sports](#), [Buffet St-Émile](#), [Topla!](#), [St-Hubert](#), [Normandin](#), [RTC](#), [Smith Café](#), [Colabor](#), [Clinique des festivals](#) and [2nd Skin](#). Finally, thank you to our media partners [WKND 91.9](#), [MétéoMédia](#), [Coup de Pouce](#), [Journal de Québec](#) and [TVA](#).

## About Gestev

Founded in 1992, Gestev is a dynamic event and concert management company specializing in happenings that make their mark locally as well as on the world stage. Gestev leads the way in the design, production and promotion of events and concerts, venue management and, through its Gustav agency, experiential marketing. Gestev showcases homegrown and international talent throughout the market it serves. As a subsidiary of Quebecor Sports and Entertainment, which also includes the venues Videotron Centre, Baie de Beauport, Théâtre Capitole, Théâtre du Casino du Lac-Leamy and Cabaret du Casino de Montréal, Gestev is able to present high-quality events enhanced by the convergence opportunities offered by the Quebecor group's scope and the magic touch known as the "Gestev experience." They range from classic Gestev events such as Red Bull Crashed Ice, the Vélirium, the UCI Mountain Bike World Championships and the FIS Cross-Country World Cup to current flagship events such as the Je Cours Qc running series, the Cigale festival, Igloofest Québec, Festivent de Lévis and Festibière.

## About Quebec Running Events Corporation

Quebec Running Events Corporation exists to promote the sport of running in and around Quebec City. It presents the Je Cours Qc amateur event series, which draws thousands of runners and walkers to the region from near and far. As well as delivering running events for the general public, Quebec Running Events Corporation works tirelessly to further the development of the sport and encourage runners of all ages to pursue healthy life choices.

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