



## Highlighting a Re-Opening of Major Sporting Events, the Boston Athletic Association Deploys Everbridge for the 125th Running of the Boston Marathon

September 29, 2021

- *Following a Virtual 2020 Race, the Everbridge Platform Will Deliver Critical Event Updates and Safety Information at This Year's Event to More than 10,000 In-person Boston Marathon Volunteers*
- *Resumption of Prestigious Race Points to Safer Return of Athletes, Fans and Staff to Large Sporting Events as Global Recovery from COVID-19 Continues*

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 29, 2021-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced that the [Boston Athletic Association \(B.A.A.\)](#) will deploy the company's platform to communicate critical event updates and safety information to thousands of volunteers during the [125<sup>th</sup> running of the Boston Marathon](#), one year after the famed race went virtual-only at the height of the COVID-19 outbreak. A sign of resilience and recovery as the sporting world transitions to a post-pandemic "new normal," the famed race will again take place in-person on Monday, October 11<sup>th</sup>.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210929005542/en/>



Volunteers will be stationed at medical tents along the 26.2-mile marathon route that starts in Hopkinton, Massachusetts, and ends in downtown Boston. Volunteers will receive Everbridge-powered notifications in the event of an incident or disruption.

Earlier this year the B.A.A. announced additional coronavirus mitigation efforts including proof of vaccination or a negative COVID-19 test, reduced field size, and elimination of the pre-race Athletes' Village staging area. Since September 2020, the B.A.A. has regularly convened a "COVID-19 Medical & Event Operations Advisory Group" to establish a framework to advise the B.A.A.'s leadership, board of directors, and staff how to safely resume the Boston Marathon and other large, in-person B.A.A. road races.

Highlighting a Re-Opening of Major Sporting Events, the Boston Athletic Association Deploys Everbridge for the 125th Running of the Boston Marathon (Graphic: Business Wire)

and safety," said Chris Troyanos, ATC – Medical Coordinator for the Boston Athletic Association. "Everbridge provides us with an important resilience solution in the event of a situation that requires immediate and effective communications across our team of volunteers. We are proud of our [continued partnership](#) with Everbridge. The Everbridge mission of keeping people safe aligns with our overall commitment to the safety and success of the Boston Marathon."

As part of its recent "[COVID-19 Road to Recovery](#)" [Executive Symposium](#), Everbridge hosted senior sports executives from global organizations including [Major League Baseball \(MLB\)](#), [Arsenal Football Club](#), and [Dutch Olympic Committee](#) to offer their insights about the future of sports in a post-pandemic world. Top sports leaders discussed best practices for more safely returning fans to major sporting/entertainment venues and leveraging critical event management technology to assess and mitigate future threats and increase revenue.

"As a Boston-headquartered company, the Marathon has always been a significant annual event for our organization and employees," said [Tracy Reinhold, Everbridge Chief Security Officer](#), and former head of the FBI's Intelligence Division. "This year, more than ever, we are keenly aware of the importance of serving the Boston Athletic Association as it brings back the prestigious Boston Marathon in a safe and vigilant way for every runner, volunteer, and staff member."

Along with assisting businesses and governments to [return to work](#) and re-open operations as part of a post-COVID world, Everbridge helps leading professional sports teams, clubs, tournaments, and entertainment organizations anticipate and mitigate natural, manmade, and digital critical events. Many of the largest sporting events including the recent [Tokyo Summer Games](#) and the annual [U.S. Football Championship](#), have deployed Everbridge's critical event management platform and keyword-based alerting solution. Other events leveraging Everbridge include two [Presidential Inaugurations](#), [celebratory parades](#), [Times Square New Year's Eve](#) celebrations and the Macy's Thanksgiving Day Parade. Previous events also

"We at the B.A.A. are always looking for ways to enhance our participants' race experience, especially in the area of health

include the [Pride Parade](#) in San Francisco, [Mardi Gras](#) in New Orleans, and the [March For Our Lives](#) rally in Washington, D.C.

## About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to Keep People Safe and Organizations Running™. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,800 global customers rely on the Company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication modalities, and track progress on executing response plans. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 25 cities around the globe. For more information visit [www.everbridge.com](http://www.everbridge.com)

## Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2020 filed with the SEC on February 26, 2021. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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