



Boston Athletic Association Relies on Everbridge for the 126th Running of the Boston Marathon

April 11, 2022

The Everbridge platform will again deliver critical event updates and safety information at this year's event, supporting more than 10,000 Boston Marathon staff and volunteers

BURLINGTON, Mass.--(BUSINESS WIRE)--Apr. 11, 2022-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced that the [Boston Athletic Association \(B.A.A.\)](#) will once again deploy the company's platform to communicate critical event updates and safety information to thousands of staff and volunteers during the 126th running of the Boston Marathon. A sign of continued resilience and recovery as the sporting world adapts to a post-pandemic landscape, the prestigious race is scheduled to take place next week on Monday, April 18th with a field size of 30,000 participants.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220411005530/en/>



"The Everbridge mission of keeping people safe aligns with our overall commitment to the safety and success of the Boston Marathon," said Chris Troyanos, ATC – Medical Coordinator for the Boston Athletic Association. "The B.A.A. is always looking for ways to enhance our participants' race experience, especially in the area of health and safety, and Everbridge provides us with an important solution in the event of a situation that requires immediate and effective communications across our team of volunteers."

More than 10,000 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 notifications via the Everbridge app and SMS in the event of an incident or disruption, as well as important race day information including start/finish times of the athletes; updates on the number of runners on the course throughout the day;

Boston Athletic Association Relies on Everbridge for the 126th Running of the Boston Marathon (Graphic: Business Wire)

road reopening and cleanup efforts; and coordinating the pick-up and transportation of any participants who may drop out. Everbridge staffers will be present in the B.A.A.'s Operations Center on race day to assist in sending the communications.

With the exception of 2020, when the Boston Marathon went all-virtual at the height of the COVID-19 pandemic, this marks the fourth time in five years that Everbridge and the Boston Athletic Association have teamed up to support the race since the partnership began in 2018.

"As a Boston-based company, the Marathon has always been a particularly meaningful event for our organization and employees," said Tracy Reinhold, Everbridge Chief Security Officer, and former head of the FBI's Intelligence Division. "We are proud to serve the Boston Athletic Association as it returns the Boston Marathon to the traditional Patriot's Day date for the first time since 2019 and help do so in a safe and vigilant way for every runner, volunteer, and staff member."

The Everbridge network of customers in Boston also includes the Boston Police Department, Boston Public Health Commission, and the Boston Fire Department, as well as the State of Massachusetts.

In addition to the Boston and Philadelphia Marathons, Everbridge's technology is used to keep people safe during some of the world's largest gatherings and events, such as the [International Summer Games](#) in Tokyo and the annual [famed championship football game](#) in the United States. Public safety agencies across the U.S. and around the globe have adopted the CEM platform to manage large crowds, including the City of New York's Macy's Thanksgiving Day Parade and [New Year's Eve in Times Square](#), the City of Pasadena's Rose Parade, and the [Pride Parade](#) in San Francisco.

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, product recalls or supply-chain interruptions, over 6,100 customers in 76 countries 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. For more information, visit www.everbridge.com, read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

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, 2021 filed with the SEC on February 25, 2022. 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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