



Boston Athletic Association Utilizes Everbridge Platform for the 128th Running of the Boston Marathon Presented by Bank of America

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Everbridge to Provide Critical Event Safety Information to Thousands of Participants, Staff, and Volunteers

BURLINGTON, Mass.--(BUSINESS WIRE)--Apr. 10, 2024-- [Everbridge](#), Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [public warning](#) software solutions, proudly announces its continued partnership with the Boston Athletic Association (B.A.A.) for the 128th running of the Boston Marathon presented by Bank of America. The Everbridge platform will once again play a pivotal role in delivering critical event safety information to thousands of staff, volunteers, and participants during the prestigious event. Taking place on Monday, April 15th, the Boston Marathon will bring together a field of 30,000 participants and more than 10,000 volunteers.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240410220467/en/>



Everbridge deployed
for 128th running of
the Boston Marathon



As part of the comprehensive safety measures implemented for the event, staff and volunteers will be stationed at various points along the 26.2-mile route, from Hopkinton to downtown Boston. They will utilize the Everbridge platform to receive real-time notifications via the Everbridge app and SMS, providing them with crucial information. Additionally, volunteers will receive updates regarding the race progress, road closures, and logistical details to ensure smooth operations throughout the day.

"The Boston Athletic Association's commitment to the safety and success of the Boston Marathon aligns perfectly with the Everbridge mission of keeping people safe," said Tracy Reinhold, Chief Security Officer at Everbridge. "We are honored to continue supporting this iconic event, leveraging our technology to ensure effective collaboration among the organizers and attendees."

Boston Athletic Association Utilizes Everbridge Platform for the 128th Running of the Boston Marathon
(Graphic: Business Wire)

"We are delighted to partner with Everbridge once again for this year's Boston Marathon," said Lauren Proshan, Chief of Race Operations and Production at the Boston Athletic Association. "Public safety and fostering a positive event experience for all is at the forefront of our planning year in and year out. We look forward to welcoming participants, spectators, volunteers, and the community to this year's race."

The Everbridge platform will be one of the primary tools used in the B.A.A.'s Race Operation Center for seamless delivery of communications to race staff, volunteers, and athletes. The Everbridge team has supported the Race Operations team in their preparation of the Everbridge system for race day. This collaboration underscores the shared commitment of Everbridge and the Boston Athletic Association to prioritize safety and security while delivering a world-class experience for all participants.

About Everbridge

[Everbridge](#) (Nasdaq: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™. For more information, visit <https://www.everbridge.com/>, read the company [blog](#), and follow on [LinkedIn](#). Everbridge...*Empowering Resilience*.

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Everbridge:
Jim Gatta

Media Relations
jim.gatta@everbridge.com
215-290-3799

Jeff Young
Media Relations
jeff.young@everbridge.com
781-859-4116

Source: Everbridge, Inc.