

**LAYOUT**  
**EXPLORATORY**

# ***DIGITAL /*** ***SOCIAL***

Runners will have a unique #HASHTAG printed on his/her bib. This will enable spectators, family members and virtually anyone in the city to take a picture, tag it and shift from spectator to participant.

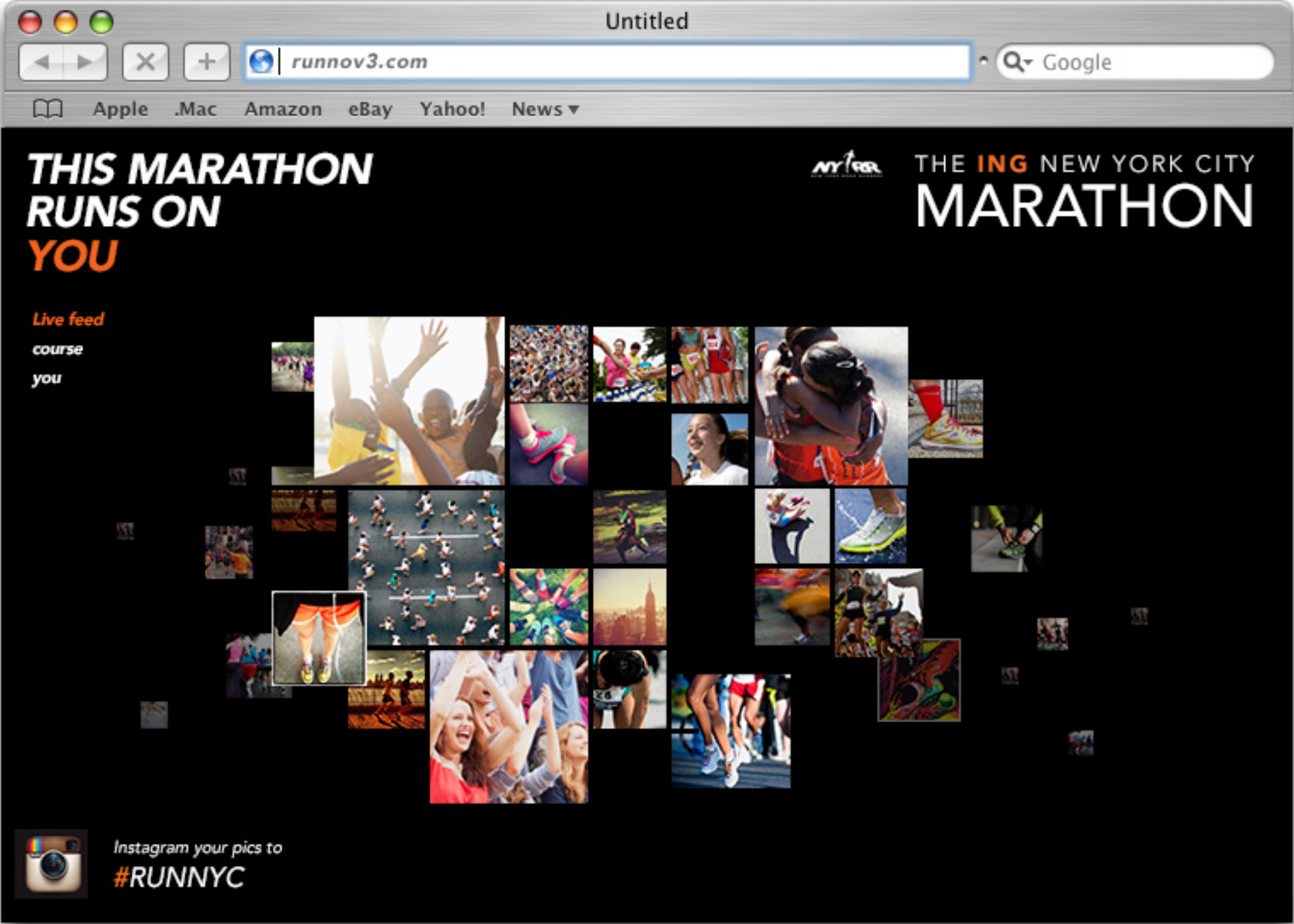
This gives runners unprecedented access to a live stream of pictures of him or herself.





Site:

We launch an aggregator site to collect and sort all the images, tweets, and posts that are taken and tagged on November 3rd.



Site:

Using Goggle StreetView visitors will be able to navigate the marathon route populated with the #hastagged photos.

