



Press Release

For Immediate Release

Media Contact: Tami Faram
tami.faram@usmc.mil
703.432.1840 (office)
703.862.6957 (cell)

Marine Corps Marathon Selects MarathonFoto as Photography Partner

Long-time partners announce a new three-year agreement, extending relationship to 28 years

QUANTICO, VA (June 14, 2010) – The Marine Corps Marathon (MCM) announced today its new three-year agreement with MarathonFoto. The agreement is an extension of an already established 25-year relationship and expands MarathonFoto photography services to six weekends of MCM running events.

“The Marine Corps Marathon has grown in size, stature and reputation over that time and we as a company have been proud to grow with them,” said Gerald Swanson, Vice President Marketing and Sales, MarathonFoto. “Many MarathonFoto services and products for runners have been introduced at this event and we plan on continuing to improve our organization in order to support the lofty goals of ‘The People’s Marathon.’ ”

The new agreement incorporates features for runners to effectively portray their running experience and achievements with the most innovative race photography services in the industry. Such features include the first ever, online individual runner’s personal homepage, originally introduced at the MCM in 2007. Participants in all MCM events will be showcased in their own scrapbooked, interactive webpage. The site will offer individual participants access to compiled results data, message boards, social networking capabilities and photos of each runner taken throughout the courses. At the 2009 MCM, MarathonFoto took 475,514 images, averaging 17.5 images per participant in 18 unique locations.

“The MCM has partnered with MarathonFoto during a time of tremendous evolution in the field of photography and the runners have truly benefited from MarathonFoto’s introduction of new technologies and capabilities,” said Marc Goldman, MCM Sponsorship/Marketing Manager. “The scenery along the MCM course is unmatched and the skilled team of MarathonFoto photographers annually delivers multiple compelling images of every runner.”

MarathonFoto will continue to capture the beauty of the scenic MCM course throughout Arlington and the nation’s capital. The course guides runners from the Arlington National Cemetery through Rosslyn and Georgetown, around the Jefferson Memorial, down the National Mall, in front of the Capitol Building, through Crystal City, and around the Pentagon to its finish at the Marine Corps War Memorial. In addition to the MCM, MarathonFoto will now document images of runners throughout each year at the MCM10K, Marine Corps Historic Half, Crossroads 17.75K and the MCM Event Series, hosted aboard Marine Corps Base Quantico.

Voted the best marathon for families, the Marine Corps Marathon honors the dedication, sportsmanship and patriotism of its participants. Runners from all walks of life participate in the largest marathon not to offer prize money, earning the nickname as “The People’s Marathon.” The MCM is the fourth largest marathon in the United States and the eighth largest in the world. The 35th anniversary Marine Corps Marathon will be held on October 31, in Arlington, VA. No federal or Marine Corps endorsement is implied.

For media information, contact Tami Faram, Marine Corps Marathon Public Relations Coordinator at 703-432-1840 or tami.faram@usmc.mil.

###

32:10