



# Press Release

For Immediate Release

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## Marine Corps Marathon Speeds Up Information Delivery for Race Weekend with Brainshark Online Tutorials

*Online multimedia presentations contain info for runners, spectators, kids, sponsors and more*

**QUANTICO, VA-** The Marine Corps Marathon today introduced online tutorials, available on its website, to guide its 30,000 runners and estimated 150,000 spectators through race weekend. By using software from Brainshark, Inc., a leader in on-demand presentations, the MCM is able to deliver information about the Oct. 25 marathon to participants and spectators faster and more effectively than ever before. Interested parties can view the on-demand tutorials at their convenience at [www.marinemarathon.com](http://www.marinemarathon.com).

Previously, the MCM conveyed much of this information in its race program, distributed during race weekend. With Brainshark, the MCM can transform static content, such as PowerPoint slides, into engaging presentations containing voiceovers, photos and animation that can be viewed and revisited online at any time. This new format enables the MCM to get information in the hands of interested parties well in advance of the race and faster than ever.

“The MCM has leveraged Brainshark technology to make the event website more personal for runners, spectators and potential sponsors,” said Marc Goldman, sponsorship and marketing manager for the Marine Corps Marathon. “This is just one more way for the MCM to engage in effective communication with the different audiences that are part of the marathon. It’s as if our staff is sitting down with a runner and explaining, in their own words, the vital details a participant needs to know.”

The following individual presentations are available:

- **Welcome Runners presentation** (<http://www.brainshark.com/mcm/vu?pi=968375301>). Runners can view a presentation highlighting everything they’ll need to know for a successful race weekend from race-day reminders to family activities – hosted by Marketing Coordinator Kim Truba.
- **Spectator Guide presentation** (<http://www.brainshark.com/brainshark/vu/view.asp?pi=252272393>). Spectators can visit the spectator page and download a presentation with race viewing locations and transportation tips hosted by Beth Johnson, public relations coordinator.

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2-2-2

- **Healthy Kids Fun Run presentation**  
(<http://www.brainshark.com/brainshark/vu/view.asp?pi=71921911&tx>). Parents can check out the Healthy Kids Fun Run presentation, hosted by Sponsorship Coordinator Amanda Ayers, to learn more about the child-friendly race and how to register.
- **Health and Fitness Expo presentation** (Coming Soon)  
Visitors can find out more about the Health and Fitness Expo from Anne Marie Staab, expo coordinator.
- **Volunteer Information presentation** (Coming Soon)  
Volunteers will hear about the procedures they need to follow for race day from Deputy Director, Angela Huff.

The MCM is also using Brainshark technology to increase interaction with potential sponsors in a presentation, hosted by Goldman, introducing the many benefits the sponsorship program offers.

“We’re excited to be working with the MCM, helping deliver important information to participants and other interested parties in an easy-to-use and entertaining way,” said Brainshark CEO Joe Gustafson. “Brainshark’s platform lets organizations communicate quickly, effectively and cost-effectively. The MCM is a great example of how companies can successfully use on-demand presentations for large-scale communications.”

**About Brainshark, Inc.** - Brainshark is the leader in on-demand presentations, transforming static business content into high-impact communications. Delivered via Software-as-a-Service (SaaS), Brainshark enables audiences to access and engage with business content when and how they want. More than 1,000 companies – including a third of the Fortune 100 – rely on Brainshark software and services to help sales, marketing, training and HR experts cost-effectively deliver measurable results to their organizations. For more information, visit [www.brainshark.com](http://www.brainshark.com).

**About the Marine Corps Marathon-** Voted “Best Marathon for Families”, the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Runners from all walks of life have participated in the world’s largest marathon to not offer prize money, deservingly earning the nickname “The People’s Marathon.” The 34th Marine Corps Marathon to be held on October 25, 2009 is presented by USAA, Brooks Sports, Inc., and Arlington County. No federal or Marine Corps endorsement implied.

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