



# Press Release

For Immediate Release

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## **Marine Corps Marathon Welcomes Ten New Sponsors**

*Presenting sponsors include Arlington County, Brooks, CVS Caremark and USAA*

**QUANTICO, VA-** The Marine Corps Marathon will boast the largest sponsorship lineup in the event's 33-year history. Presenting sponsors Arlington County, Brooks, CVS Caremark, and USAA are joined by ten new sponsor partners for the race, to be held on October 26 in Arlington, VA.

"The Marine Corps Marathon has become a tremendous showcase for brands to enjoy positive interactions with runners and their supporters," said Marc Goldman, MCM Sponsorship and Marketing Manager. "Each sponsor brings unique and meaningful enhancements to the event."

New sponsors include Aquafina, BP, Comcast SportsNet, FLIR, Hotel Palomar Arlington, Motorola Southern Management Corporation, Verizon Wireless, Vermont Teddy Bear, WTOP.

Sponsor activation directly benefits runners and spectators and will support MCM organizers in the execution of the event. Aquafina will provide 50,000 bottles of water and support an extensive recycling effort in the finish area. Verizon Wireless will supply cell phones and air cards for operational support in medical stations and on the course, as well as provide free phone calls in the Finish Festival for runners to share their accomplishments worldwide. FLIR has three high definition mounted cameras on the course that will relay coverage to the operations command center and to viewers via the internet. Comcast SportsNet will broadcast live from the start line and air a thirty-minute highlight show that evening. Vermont Teddy Bear will sell teddy bears wearing replica marathon shirts featuring a miniature version of the participant bib that can be personalized to include a runner's name and finish time. BP is using its sponsorship as a platform to promote its new gasoline with Invigorate and its 'younger for longer' campaign.

"The Marine Corps Marathon represents a special opportunity for brands to align with so many positive elements--health and fitness, the landmarks of the nation's capital, the men and women of the United States Marine Corps and the lifelong memories the runners hold of completing a marathon," said Goldman.

*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 33<sup>rd</sup> Marine Corps Marathon to be held on October 26, 2008 in Arlington, Virginia is presented by USAA, Brooks Sports, Inc., and CVS/Caremark. No federal or Marine Corps endorsement implied.*