



Press Release

For Immediate Release

Media Contact: Beth Johnson
elizabeth.johnson1@usmc.mil
703.432.1165

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Marine Corps Marathon Gets “Spin-novative” With On-Course Mile Markers

*Aarrow Advertising Sign Spinners and original designs by The Art Institute of Washington
make mile markers a must-see*

QUANTICO, VA- The Marine Corps Marathon has partnered with AArrow Advertising Northern Virginia to add an exciting, ‘spinteractive’ element to mile markers along the 26.2 mile course. Traditional static mile markers will be replaced in nine locations with sign spinners, who will be performing with the nearly six-foot long arrow-shaped signs, bringing color, energy and movement to the mile markers.

“The MCM knows how important it is to runners that the mile markers stand out,” said Rick Nealis, Director. “The AArrow Sign Spinners can’t be missed and are sure to become a must see along the course!”

Each AArrow Sign Spinner undergoes extensive training prior to showcasing their skills. After an initial training “boot camp” of two weeks, sign spinners practice for three hours a day, three days a week, learning new techniques and more than 400 tricks that will entertain runners and make each mile marker memorable.

“Our AArrow Sign Spinners can’t wait to be a part of the MCM,” said AArrow Advertising Northern Virginia President Michael Patterson. “So many of our young employees wanted to be involved to support this viable cause that we had to host a spin-off to choose the most exciting, best qualified individuals.”

In addition to the sign spinners, the MCM also partnered with the Graphic Design Department of The Art Institute of Washington to develop fresh creative solutions for the mile markers. Teams of graphic design students produced nearly a dozen concepts to represent the marathon. Two original designs were chosen and will be represented at six mile markers.

“This was a personal project for me,” observed student Tarell Tonev. “I washed out of Marine Boot Camp due to an injury. Now that my focus is a career in graphic design this was a great opportunity to capture the spirit of ‘The People’s Marathon’ in our nation’s capital – the people’s city.”

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. For media information, contact Beth Johnson, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or Elizabeth.Johnson1@usmc.mil.