

## Marine Corps Marathon Introduces New Milestones Program *MCM Sponsors Join in to Reward Participants Training for Virtual Events*

QUANTICO, VA (September 8, 2020) – [The Marine Corps Marathon Organization](#) (MCMO) is announcing the first of several new digital engagement platforms for runners participating in the virtual MCM, MCM50K and MCM10K between September 27 and November 10.

After building a training plan, runners often view specific distances as being the benchmarks in their quest for success. Logging particular mileage landmarks helps runners maintain commitment, feel a sense of accomplishment and increase confidence.

Whether the event is a 10K, marathon or 50K, runners will follow a training schedule with the primary goal of finishing. However, far more time will be invested on the actual training journey than with the all too brief experience of running the event.

The incredible effort put in by runners participating in the [MCM](#), [MCM50K](#) or [MCM10K](#) during training is recognized in the new MCM Milestones Program, a platform for logging miles, offering digital motivation and awarding special prizes and rewards from [MCM sponsors](#) like Brooks, Pacers, Allied Steel, National Watermelon Promotion Board, Honey Stinger and more. The Milestones program is free and open to runners during training prior to participating in the MCM, MCM50K or MCM10K. Now, the Marines will be with runners to celebrate the training evolution while moving from Mission Preparedness to Mission Execution.

The free program may be accessed by runners by logging into their haku participant accounts and following the 'Suggested Events' tab. Since the program opened, more than 1,000 runners have already registered.

After completing specific training mileage benchmarks, runners may share their training time and also add a proof of performance image from a wearable or other tracking service. Runners are invited to log in distances they may have already completed so that the entire sequence is tracked.

The MCM Milestone program distances are:

- MCM10K: 5K and 10K
- MCM: 10K, 10 Mile, 13.1 Miles, 15 Miles and 20 Miles
- MCM50K: 10K, 10 Mile, 13.1 Miles, 15 Miles, 20 Miles and 24 Miles

After accomplishing each training milestone, runners will receive an email by the following Monday featuring a hype message, special rewards and bonus offers from MCM sponsors and an exclusive digital badge, ideally suited for sharing on social media. Everyone who reaches the 20-mile Milestone is eligible to win free shoes from Brooks.

Entries are still available for the [45th MCM](#), [MCM50K](#), [MCM10K](#) and [Semper Fun Mile](#). Participants now have more time to complete their virtual runs as the eligible date has been moved back to September 27 from October 1. In addition to marking its 45th anniversary, this

year's MCM commemorates the 75th anniversary of the Battle of Iwo Jima by featuring actual volcanic ash collected at that site within the event medal.

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*The Marine Corps Marathon (MCM) is one of the largest marathons in world. Recognized as "Best Marathon in the Mid Atlantic," and the "Best Marathon for Charities," the MCM honors honor, courage and commitment of its participants. Also known as "The People's Marathon," runners from all 50 states and more than 50 countries participate in the MCM, the largest marathon not to offer prize money. No federal or Marine Corps endorsement is implied. Connect with the Marine Corps Marathon on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Flickr](#). #RunWithTheMarines*