



MEDIA RELEASE

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MCM and Arlington Celebrate 50 Years of Love *MCM and Arlington partner to celebrate the “Fittest City in America” during 44th MCM Weekend*

QUANTICO, VA (Oct 21, 2019) – Media is invited to join the Marine Corps Marathon (MCM) and Arlington County officials at 1:00 p.m. on Thursday, Oct. 24, for the unveiling of the LOVE sign to celebrate “50 Years of Love” in Arlington County.

In 2018 and 2019, Arlington, the home of the MCM, was ranked in the American College of Sports Medicine’s Fitness Index as the “Fittest City in America.” The MCM will unveil the LOVE sign to kick off MCM Weekend where runners will #FinishWithPride on Sunday Oct. 27, in the Central Place Plaza in front of the Rosslyn Metro Station located at 1800 N. Lynn St., Arlington, Va.

To celebrate the honor, courage and commitment of Arlington’s fitness lovers and Virginia’s “50 Years of Love” campaign, Col. William C. Bentley III, Commander, Marine Corps Installations National Capitol Region – Marine Corps Base Quantico will be joined by Arlington County Board member Katie Cristol, Rosslyn Business Improvement District President Mary-Claire Burick, and MCM Director Rick Nealis.

The traveling LOVE sign is seven feet tall and 16 feet long. It will be a proud selfie spot in the finish festival in Rosslyn after the MCM.

The “Arlington is for Fitness Lovers” campaign was created in collaboration with the Virginia Tourism Corporation’s 2019 50 Years of Love campaign. The idea is to pay homage to the 50th anniversary of the 1969 “Virginia is for Lovers” tourism slogan by fusing it with Arlington’s reputation as a “fit city.”

For questions about coverage of any MCM Weekend event, please contact Maj. Ken Kunze, at 703-987-3191 or Kenneth.kunze@usmc.mil.

About the Marine Corps Marathon:

The Marine Corps Marathon (MCM), known as “The People’s Marathon,” promotes physical fitness and generates community goodwill while showcasing the high standards and discipline of the United States Marine Corps. Annually ranked as one of the largest marathons in the US and the world, the MCM welcomes runners from all 50 states and more than 60 countries. The 44th MCM, coordinated by the Marine Corps Marathon Organization (MCMO), will be held Oct 27, 2019 in Arlington, VA. The MCM is presented by Arlington County, Brooks, Cigna and Leidos. No federal or Marine Corps endorsement is implied. #RunWithTheMarines