



MEDIA RELEASE

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Columbia Business School Brings Executive Challenge to Marine Corps Marathon *Business executives who register for 42nd MCM can participate in high-profile competition*

QUANTICO, VA (March 15, 2017) – The Marine Corps Marathon Organization (MCMO) and the world-renown Columbia Business School in New York City are together hosting the Columbia Business School *Executive Challenge* — a new component of the 42nd Marine Corps Marathon (MCM) on Sunday, October 22.

The *Executive Challenge* encourages senior business executives and commissioned military officers who register to run the 42nd MCM to compete for “bragging rights” as the fastest executive in the event. The winning male and female executive will be celebrated in an advertisement in *The Washington Post* the day after the MCM.

“Training for and running a marathon involves so many of the same disciplines required of successful leaders,” says Rick Nealis, MCMO director. “That’s why we are excited to introduce this new element to this year’s event.”

Prior registration in the MCM is required to participate in the Columbia Business School *Executive Challenge*. Once accepted into the MCM, business leaders from all industries and commissioned officers from all service branches are encouraged to register for the [Executive Challenge](#) directly through the Columbia Business School website. There is no additional cost to participate.

In addition to all the great benefits MCM runners receive, participants of the *Executive Challenge* also can enter for an opportunity to attend a two- or three-day in-person program or an online program at Columbia Business School Executive Education, a Columbia Business School *Executive Challenge* T-shirt, and a subscription to exclusive thought leadership from Columbia Business School.

“The Columbia Business School *Executive Challenge* is going to be friendly race-within-a-race among the MCM community. This drive and spirit is what energizes us at Columbia Business School which is why this is such a great partnership,” says Julie Rademaker, senior director of marketing at Columbia Business School.

The 42nd MCM will be held in Arlington, VA and throughout the nation’s capital with MCM Weekend occurring from October 20-22, 2017. The MCM Lottery is open to the public from March 22-29, 2017. Registration for the MCM Lottery will be available at www.marinemarathon.com.

Honoring the dedication, sportsmanship, and patriotism of its participants, the Marine Corps Marathon (MCM) is also known as “The People’s Marathon,” as runners from all walks of life annually participate. The 42nd MCM, coordinated by the Marine Corps Marathon Organization (MCMO) and United States Marine Corps, will be held October 22, 2017 in Arlington, VA. The MCM is sponsored by Brooks, Arlington County and GEICO Military. No federal or Marine Corps endorsement is implied. #RunWithTheMarines

Columbia Business School is the only world-class, Ivy League business school that delivers a learning experience where academic excellence meets with real-time exposure to the pulse of global business. Led by Dean Glenn Hubbard, the School’s transformative curriculum bridges academic theory with unparalleled exposure to real-world business practice, equipping students with an entrepreneurial mindset that allows them to recognize, capture, and create opportunity in any business environment. The thought leadership of the School’s faculty and staff, combined with the accomplishments of its distinguished alumni and position in the center of global business, means that the School’s efforts have an immediate, measurable impact on the forces shaping business every day. To learn more about Columbia Business School’s position at the very center of business, please visit www.gsb.columbia.edu.

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