



MEDIA ALERT

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Marine Corps Marathon Health & Fitness Expo Wins “Best Of Show”

Award presented by Trade Show News Network for outstanding Expo

QUANTICO, VA (Aug. 24, 2017) – The Marine Corps Marathon (MCM) Health & Fitness Expo has won “Best of Show,” a national award presented Aug. 22 by the Trade Show News Network (TSNN) at its TSNN Awards celebration of success in New Orleans. The MCM’s Health & Fitness Expo is the only endurance event to receive top honors among the five final shows nominated from a wide category of events.

“The Health & Fitness Expo was up against serious competition but in the end crossed the finish line with its hard-earned trophy – not an easy task since the trade show industry voted for the Expo through an extensive social media campaign,” says Arlene Shows, TSNN & TSNN Awards marketing director. “We salute the Marine Corps Marathon for accomplishing the mission of a very successful event and look forward to seeing how it embraces the motto of ‘adapt and overcome’ in the future.”

Annually, the Health & Fitness Expo attracts over 100,000 visitors with hundreds of sponsors and vendors providing a wide variety of interactive exhibits over the two-day event. Throughout MCM Weekend, the Expo includes the ultimate in running industry apparel, gear, technologies and nutritional products with leading industry experts, free sampling and many opportunities to be involved in the experience of MCM Weekend.

Last year, the Expo was moved to the spectacular Gaylord National Resort & Convention Center in National Harbor, MD with a robust transportation system that included free shuttles, taxi drop-off and parking for all attendees. Interactive Selfie stations were added and Supersize goodie bag giveaways resulted in over 400,000 Instagram posts with the tag *#RunWithTheMarines*.

“Winning ‘Best of Show’ is quite an honor for the Marine Corps Marathon Organization (MCMO) and for all of those who choose to exhibit and support ‘The People’s Marathon,’ ” says Rick Nealis, MCMO director.

Creatively, the MCMO works with Hargrove Inc. of Lanham, MD to develop the Health & Fitness Expo’s attractive exhibits.

“Hargrove is thrilled that the Marine Corps Marathon Health & Fitness Expo was presented with TSNN’s ‘Best of Show Award,’ ” says Dan Cole, Senior Vice President, Trade Show and Exhibit Sales. “We’ve had the privilege to build a relationship with the MCM team over the past 12 years, collaborating as the event has evolved. We are excited to continue our relationship and look forward to the future of this show.”

The Health & Fitness Expo will be open free to the public on Oct. 20 and 21, with the 42nd MCM on Sunday, Oct. 22 in Arlington, VA and throughout the nation’s capital. Visit www.marinemarathon.com for more information. Companies interested in exhibiting should contact Tatiana Molina, MCM Expo Coordinator at tatiana.molina@usmc-mccs.org or 703-432-1894.

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