



# MEDIA RELEASE

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## **New Shoe Sponsor Announced for Marine Corps Marathon Organization** *Partnership with Altra Running begins with 48<sup>th</sup> MCM*

**QUANTICO, Va. and DENVER, Colo. (July 11, 2023)** – The Marine Corps Marathon Organization (MCMO) announced today that Altra Running has come onboard as the new Marine Corps Marathon (MCM) footwear partner starting with the 48<sup>th</sup> MCM Weekend in October.

“Altra Running is an inspirational company that is evolving the shoe industry with great options for both ‘every climb and place’ and every runner,” said Alex Hetherington, director of MCMO. “Their footwear’s combination of form, fit and functionality for all lends to ideals honored by the Marine Corps Marathon Organization. We couldn’t be more pleased to partner with Altra as the footwear sponsor of the MCM.”

Altra specializes in unique running shoes designed for comfort and technical terrain. Their FootShape™ and Balanced Cushioning™ comfort brings top-of-the-line road running shoes, trail running shoes and hiking shoes to every runner regardless of their desired distance and terrain.

“We are thrilled to be the footwear sponsor of the Marine Corp Marathon,” said Sr. Director of Marketing for Altra Running Reyna Alishio. “This is a race that is rich in history and honors those who have served our country. Named ‘The People’s Marathon’, the Marine Corp Marathon aligns with our values of being for the people and offering shoes for every runner to unleash their human potential. Our partnership with Marine Corp Marathon will help us continue to inspire and serve every kind of runner.”

Altra Running will host an activation at the MCM Health & Fitness Expo at the Gaylord National Resort & Conference Center on October 27 and 28 where runners will be able to purchase Altra products.

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