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For Immediate Release

2013 ING New York City Marathon to Feature Wide Variety of Sponsor Activities

New York, October 29, 2013— New York Road Runners (NYRR) partners will combine for a week-long series of one-of-a-kind activities around the 2013 ING New York City Marathon. A series of fun and interactive elements will be featured throughout the 26.2 mile race course, during Race Week and on Race Day, Sunday, November 3. The programs, events, and experiences will range from the traditional to the technological, all designed to enhance the race experience for runners, volunteers and fans, and bring the spirit of the Marathon to life in all five boroughs.

"We are excited to have such an incredible group of partners play an integral role in this year's Marathon experience," said John Gassner, Vice President, Business Development and Strategic Partnerships, New York Road Runners. "Their commitment to our sport and community, along with their creative approach to engaging everyone from runners to spectators to online fans, will make the 2013 Marathon experience one of the best ever both in New York and on the global stage."

Sponsor activity highlights for the ING 2013 New York City Marathon are detailed in the below chart.

Nationally, the ING New York City Marathon will be presented live on ESPN2 and ESPN Deportes+ from 9:00 a.m. to 12:30 p.m. EST. For those who have video subscriptions with affiliated providers, the race will also be available via WatchESPN. Locally, New Yorkers can watch the race on ABC7 or Tonline.com from 9:00 a.m. to 2:00 p.m., or via WatchABC on mobile devices. Pre-race features from the start at Fort Wadsworth will broadcast live at 7:00 a.m. on ABC7, Tonline.com and WatchABC. Additionally, a national highlights show will air from 4:00 to 6:00 p.m. on local ABC affiliates. International viewers can watch the broadcast via a live digital stream from 7:00 a.m. to 2:00 p.m. EST on Tonline.com.

Marathon weekend coverage kicks off on Friday, November 1 at 5:25 p.m., as ABC7 presents a live, 30-minute broadcast of Marathon Opening Ceremony Presented by United Airlines. Viewers worldwide can tune into the entire event streamed live on 7online.com.

On the Run, NYRR's behind-the-scenes webcast available at ontherun.nyrr.org, takes viewers inside the ING New York City Marathon and will air Wednesday through Friday of Race Week at 8:00 p.m., Saturday before the race at 5:00 p.m., and Monday following the race at 10:00 a.m.

For the latest Marathon news, updates, features, and media information, please visit the NYRR online media room at media.nyrr.org or follow us on Twitter @nyrrnews.

About the ING New York City Marathon

The ING New York City Marathon is the most popular and inclusive marathon in the world, attracting the world's top professional athletes and a vast range of recreational runners. The race began in 1970 with just 127 entrants racing four

laps of Central Park. Today, more than 45,000 entrants from around the world run through New York City's five boroughs, starting on Staten Island at the foot of the Verrazano-Narrows Bridge and finishing in Central Park. Participants include Olympians, top age-group competitors, and many thousands who run for charity and to achieve their own personal goals. An estimated two million spectators line the course, and the global broadcast reach is 330 million more. The race is a key part of the World Marathon Majors series, an alliance with the Tokyo, Boston, Virgin Money London, BMW Berlin, and Bank of America Chicago marathons that offers a \$1 million annual prize purse, split equally between the top male and the top female marathoner in the world. The ING New York City Marathon is the premier event of New York Road Runners, the world's foremost community running organization, whose mission is to help and inspire people through running.

Select activations include:

Partner	Activation
ING U.S.	"The ING Orange Money Marathon" will allow fans to participate in social media activities at destinations throughout New York City for ING swag, and an opportunity to win an ING New York City Marathon jacket by ASICS. https://www.facebook.com/INGRunnersNation ING U.S. will host two cheer zones along the course with giveaways including vuvuzelas, cow bells and orange sunglasses.
	 Brooklyn - Lafayette Ave near the Brooklyn Academy of Music Queens - 48th Ave and Vernon Boulevard
ASICS America	ASICS "Support Your Marathoner" program will enable friends and family to send runners personalized messages, photos and video via on-course jumbotrons (at miles 9, 13, 22) that will be triggered by the runner's race chip. http://www.supportyourmarathoner.com/
	The interactive ASICS Ryan Hall Treadmill Challenge will make its way through five boroughs, October 24 through November 2, giving runners and non-runners alike the chance to match pace with the American record holder and raise money for charity. Go to www.asicsamerica.com/nycm for details and location schedule.
Foot Locker	Foot Locker will once again present the Foot Locker Five Borough Challenge. These five inspiring runners will represent each borough and enjoy their own start and awards ceremony, highlighting their commitment to running and their 'hometowns.' https://www.facebook.com/FootLockerFiveBoroughChallenge
United Airlines	For the first time United Airlines will be the presenting sponsor of the Marathon Opening Ceremonies. Marathoners and guests from around the world will join together on Friday, November 2, for a spectacular international celebration of the diversity at the ING New York City Marathon, "where the world comes to run."
Nissan	Nissan vehicles will be prominently displayed at key race areas, including Marcus Garvey Park in Harlem and the spectacular Grand Army Plaza at the southeast corner of Central Park.
Tata Consultancy Services (TCS)	The 2013 ING New York City Marathon Mobile App Powered by Tata Consultancy Services, will allow spectators to track up to 10 runners, view results and locate marathon information. The free app will be available at the iTunes App Store and Google Play Store beginning race week.
	Iphone: https://itunes.apple.com/us/app/ing-nyc-marathon/id727109676?ls=1&mt=8 Google: https://play.google.com/store/apps/details?id=com.tcs.newyorkmarathon2013&hl=en
	The Marathon Lounge Presented by TCS is open to public Friday, Saturday and Sunday in Time Warner Center. The lounge will offer a spectacular on-screen viewing of the TV broadcast and an interactive treadmill video that runs the iconic 26.2 miles, allowing fans to simulate what is like to run the Marathon course. Additional Lounge activities include a photo booth with social media posting capabilities, guest appearances and mobile charging stations.
The Rudin Family	The Samuel Rudin Trophy will be presented to the top three overall male and female winners and top professional wheelchair winners of the Marathon. In addition, the Lewis and Jack Rudin Award will be presented to the highest NY male and female fundraisers for NYRR's Youth Services programs

Timex	Author, entrepreneur, TV personality, and first-ever winner of NBC's The Apprentice Bill
	Rancic will start last in the Marathon and for every runner passed, Timex will donate \$1
	to Fab-U-Wish, a breast cancer charity supported by his wife Giuliana.

Partners by the Numbers

At the Start Village	30,144 PowerBar® Performance Energy and Fruit Smoothie bars
	663 pounds of Dunkin' Donuts coffee (approximately 55,000 cups)
	93,600 bottles of Poland Spring® Brand 100% Natural Spring Water
	16,000 servings of Gatorade Endurance Carb Energy Drink and 1,800 gallons of
	Gatorade Endurance Formula
	15,000 Dunkin' Donuts beanie hats given out to runners
	3 jumbo video screens at the start posting #EndIrritation and #ingnycm tweets and
	photos sponsored by Dove Men+Care
Along the course	62,370 gallons of Poland Spring® Brand 100% Natural Spring Water
	32,040 gallons of Gatorade Endurance Formula
	36 Philips HeartStart FRx AEDs at medical stations
	60,000 PowerGels at Mile 18
	27 restaurants and bars along the marathon course offering exclusive Marathon
	promotions featuring Coors Light.
	106 official clocks presented by Timex
At the Finish Line	4 Olympic-style ING New York City Marathon gold medals created by Tiffany & Co. for
	the race winners
	56,000 Finisher Heat Sheets™, presented by United Airlines and Foot Locker
	56,000 finisher recovery bags presented by Hospital for Special Surgery , containing
	Poland Spring® Brand 100% Natural Spring Water, Gatorade Recovery beverage,
	Emerald Breakfast on-the-go, a PowerBar®, a New York State McIntosh apple, and
	Snyder's of Hanover pretzels.
	300 UPS volunteers and 49 UPS trucks transporting participants' bags, donated clothing,
	and Ship It Home packages. (This year, for the first time, race participants will be able to
	ship their belongings home from the start.)
Throughout New York City	4.4 million estimated readers of the Marathon Monday results section of the New York
	Times
	11 cheese stores participating in the Grana Padano Cheese Tour during race week to
	educate customers about the health benefits of Grana Padano cheese
At the ING New York City Marathon	3 locations for complimentary lens etching with the purchase of sunglasses at Oakley's
Health and Fitness Expo	Expo Store. Etch text-of-choice(such as finishing time) on sunglass lenses or the ING New
	York City Marathon logo on select styles on site at the Expo, as well as the Times Square
	and SoHo Oakley stores.100 vendors and exhibitors from around the world present
	souvenirs, product samples, race applications, health and medical advice, activities, and
	more.
	Marathon Store presented by ASICS