



NEWS

Contact:
Rubenstein Communications, Inc.
Farrell Sklerov: 212-843-8289; fsklerov@rubenstein.com
New York Road Runners
Chris Weiller: 212-320-4046; cweiller@nyrr.org

For Immediate Release

2014 NYC Half Marathon to Feature Wide Variety of Sponsor Activities

Local businesses and communities to host fourth annual 'Run the City' initiative offering deals and discounts in celebration of the 13.1 mile race through Manhattan

New York, March 13, 2014 – New York Road Runners (NYRR) partners will come together to create a series of one-of-a-kind activities for the 2014 NYC Half, taking place on Sunday, March 16. On Race Day, a number of interactive and entertaining programs will take place, ranging from the traditional to the technological, to enhance the NYC Half experience for runners, volunteers, and spectators.

“We are incredibly fortunate to once again bring Run the City to the borough of Manhattan, and to have this group of partners to sponsor events and activities surrounding the NYC Half,” said John Gassner, Vice President, Business Development and Strategic Partnerships, New York Road Runners. “Through their creativity, support, and dedication to the greater-running community, our sponsors help make this year’s Half an unparalleled experience for runners and spectators alike.”

NYRR’s retail incentive program, Run the City, will return for the fourth year, bringing together a wide variety of local businesses during Race Week to offer more than 65 deals and discounts for runners, friends, families, and spectators of the race. Run the City will be a celebration of Manhattan’s best attractions and will also support local businesses, economies, and communities.

Offers will range from Broadway shows including *Cinderella* and *Once*, to retail shops including Oakley and Icebreaker, as well as restaurants throughout Manhattan and other New York City attractions, such as Heart and Lights™ Starring the Rockettes® and Madame Tussaud’s. A full listing of Run the City deals can be found [here](#).

A full list of sponsor activity highlights for the 2014 NYC Half are detailed below.

About NYRR

Founded in 1958, New York Road Runners has grown from a local running club to the world’s premier community running organization, whose mission is to help and inspire people through running. NYRR’s commitment to New York City’s five boroughs features races, community events, youth initiatives,

school programs, and training resources that provide hundreds of thousands of people each year, from children to seniors, with the motivation, know-how, and opportunity to run for life. NYRR's premier event, the TCS New York City Marathon, features 50,000 participants, from the world's elite athletes to a wide range of recreational and charity runners, and is part of the World Marathon Majors, an alliance of the world's six biggest marathons that determines each year's top male and top female marathoner. To learn more, visit www.nyrr.org.

Partner	Activation
Tata Consultancy Services (TCS)	<p>The 2014 NYC Half Mobile App Powered by Tata Consultancy Services will allow spectators to track up to 10 runners, view results, and a complete race guide with a course map. The free app will be available on all iPhone and Android devices, and will be available at the iTunes App Store and Google Play Store beginning race week.</p> <p>iPhone: iOS Store Google: Google Play Store</p>
United Airlines	<p>United will be the presenting sponsor of the Times Square Entertainment Zone.</p> <p>At the NYC Half Expo, United will hold a sweepstakes for two round trip tickets on their airline and an opportunity to win guaranteed entry in to the 2014 TCS New York City Marathon.</p>
Hospital for Special Services	<p>Since February, the Hospital for Special Surgery has been hosting an "Ask the Expert" weekly Q&A for runners. They will also be holding three Facebook chats with experts on the NYRR Facebook page.</p> <p>The Hospital for Special Surgery Recovery Zone will be a post-race recovery station for runners.</p>
Oakley	<p>Oakley will be offering deals and discounts through the Run the City program for stores in Times Square and Soho. They will also be participating in the NYC Half Expo with a space dedicated to the brand.</p>

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