

## **NEWS**

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For Immediate Release

## ING New York City Marathon Adds College Charity Program and Aims to Raise \$35 Million at the November 4 Race

A record 300 charities will be represented by nearly 10,000 runners for the 43rd running of the world's flagship footrace

**New York, August 22, 2012**—Two top-grade local college running programs, at Columbia University and Manhattan College, will be participating in the inaugural ING New York City Marathon College Charity Program, in which participants raise funds to benefit the track and field/cross country programs at these schools, it was announced today by New York Road Runners president and CEO Mary Wittenberg.

This new program, combined with an already impressive roster of gold, silver, bronze, and community charity partners, makes a striking total of more than 300 charities, approximately 225 of them New York City—based.

Each school received five entries to the Marathon, and the funds raised will benefit their running programs in ways such as increasing the number of track and field/cross country scholarships they can offer. The entries are available to anyone who is interested in running on behalf of one of these college running programs, and each school is expected to raise nearly \$10,000 for its programs. In its initial year, the program will be local, but there is a plan to grow it incrementally over the next few years, ultimately making it a nationwide program with 10 or more schools across the country applying to be part of it.

"We are thrilled to be joining in a partnership with NYRR and the running community of New York City," said Willy Wood, director of cross country and track and field at Columbia University. "There has been an increasingly greater desire for us to connect our running programs with the City of New York, and I believe this to be a great first step."

"The Manhattan College cross country and track and field program is excited about this opportunity to work with NYRR and one of the greatest sporting events in the world," said Dan Mecca, head coach of cross country and track and field at Manhattan College. "This will not only help our program financially, but it is a great experience to be associated with such an outstanding event such as the ING New York City Marathon."

In 2011, the official charity program was made up of more than 200 charities that raised a record \$34 million for many different causes. Also of significance is NYRR's third-year fundraising partner, CrowdRise, the leading

crowd-sourced fundraising platform that uses the most fun and engaging game theory, tools and technology to help people who care raise money for their favorite nonprofit organizations.

"We are ecstatic to introduce our college running program this year," said Wittenberg. "We raise millions of dollars a year for hundreds of charities; we are thrilled to now begin raising greater awareness and funds for our local college running programs."

Noteworthy new charities this year include the Arthur Ashe Foundation, a nonprofit that works to share the late tennis champion's tremendous story and legacy as a source of education and inspiration for individuals; and the Mobile Kitchen Classroom, a nonprofit founded by actor-filmmaker Adrian Grenier that seeks to provide high school students in New York City with the opportunity to engage in experiential lessons around food, health, and sustainability.

Benefits for the various levels range from guaranteed entries and training programs to VIP race-weekend benefits. More information and a list of current 2012 charity partners are available at <a href="https://www.ingnycmarathon.org/charities">www.ingnycmarathon.org/charities</a>.

## **About the ING New York City Marathon**

NYRR's premier event, the ING New York City Marathon is the most loved and most inclusive marathon in the world, attracting elite athletes and recreational runners alike for the challenge and thrill of a lifetime. The race has grown tremendously since it began in 1970 with just 127 runners racing four laps of Central Park. Now, more than 47,000 participants from all over the globe flock to New York City every November for an adrenaline-filled road tour of all five boroughs, starting on Staten Island at the foot of the Verrazano-Narrows Bridge and ending in Central Park. Some run for prize money or bragging rights, others for charity or their personal best. All are cheered on by more than two million live spectators and a TV audience of 330 million.