



**CONQR ENDURANCE GROUP ANNOUNCES PMK•BNC
AS AGENCY OF RECORD FOR 2017-2018 RACE SEASON**

Leading Marketing and PR Firm, PMK•BNC will Handle All Aspects of Conqr Endurance Group Public Relations

LOS ANGELES, CA – Sept. 14, 2017 – Conqr Endurance Group, today announced that leading global marketing and communications firm, PMK•BNC, will serve as its agency of record. Conqr Endurance Group is a global endurance brand that creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. PMK•BNC will lead public relations for Conqr Endurance Group for the 2018 Skechers Performance Los Angeles Marathon, which will take place in March of 2018, in addition to their other road races including the Santa Monica Classic, the LA BIG 5K and the Pasadena Half Marathon and 5K at the Rose Bowl.

“As an LA-based agency with a deep expertise in popular culture and experiential lifestyle marketing, the team at PMK•BNC has presented us with a host of bold and novel initiatives to integrate into our races. We are confident that their innovative ideas will delight both first-time and returning athletes participating in our events, including the March 18th Skechers Performance Los Angeles Marathon”, said Carsten Preisz, Vice President of Brand Strategy and Marketing, Conqr Endurance Group. “We are excited to partner with PMK•BNC to enhance our event experiences to be reflective of the vibrancy of Los Angeles.”

Through the partnership, PMK•BNC will provide consultation services for Conqr Endurance Group, identifying opportunities for sponsorship, partnership opportunities, influencer marketing, and best-in-class activation expertise for brand experiences and live events. These services will include branded content, digital/social engagements, PR and media outreach.

“Our team is thrilled to work with Conqr Endurance Group as it continues its growth as a global brand that welcomes athletes from around the world to experience its first-class events in Los Angeles and beyond,” said Michael Nyman, Chairman & CEO of PMK•BNC. “Our goal is to build on the exceptional experience the Skechers Performance Los Angeles Marathon offers its wide audience and demonstrate how much of an engaging and life-changing experience this marathon and the other Conqr events can be for runners and budding enthusiasts.”

ABOUT PMK•BNC

PMK•BNC is a strategic marketing and communications firm that specializes in entertainment and popular culture. PMK•BNC represents many of the world’s most prominent actors, actresses, directors, producers, films, production companies, television properties, musicians, authors and content creators, as well as leading consumer brands and prestigious special events. The firm employs a staff of more than 300 professionals spanning offices in Los Angeles, New York and London. PMK•BNC thrives on

being ahead of the curve and works with their clients to create ideas that build engaged audiences and connect with consumers through popular culture. PMK•BNC is a part of Momentum Worldwide and McCann Worldgroup within Interpublic Group (NYSE: IPG).

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with 24,000 participants, thousands of volunteers and hundreds of thousands of spectators. The “Stadium to the Sea” course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. In addition to the marquee event, Conqur Endurance Group produces the Pasadena Half Marathon & 5K at the Rose Bowl, the Santa Monica Classic 5K/10K and the LA BIG 5K. Conqur also owns and operates one of the largest marathon training programs in the U.S., the LA Road Runners. Through official charity programs and strategic partnerships, Conqur supports dozens of nonprofit partners; the most notable being Students Run LA, one of the foremost nonprofit youth running programs in the nation. For more information, please visit www.goconqur.com.

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