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## RECORD FUNDRAISING RESULTS ANNOUNCED FOR 2014 ASICS LA MARATHON

*Historic amount raised by largest number of charities and participants in event's 29-year history*

LOS ANGELES (April 11, 2014) — LA MARATHON LLC announced today a record breaking \$3.7 million cumulative funds raised to support 91 charities who participated in the 2014 ASICS LA Marathon. This is the largest amount of money raised since the marathon's first year of charity affiliation in 1988.

"Over the last few years, the charity component of the ASICS LA Marathon has exploded in popularity," said Tracey Russell, Chief Executive Officer of LA MARATHON LLC. "Providing a platform for charities to fundraise is a key priority for the ASICS LA Marathon and we are proud of the tremendous growth this program has experienced."

The 12% growth in partnership from last year's 81 associated organizations included 4,421 charity-specific runners between the LA Big 5K, the charity relay and ASICS LA Marathon. It was also the second year in a row that overall registration for the ASICS LA Marathon sold out, with 25,060 registrants.

Charities of Note Include:

- **Team World Vision** garnered the top fundraising amount among premiere level charities with over 800 runners raising more than \$752,000 in contributions. They are the largest organization providing safe water worldwide, reaching 2,740 people per day on average.
- **The Dream Center** raised the most funds of any charity at the featured level with 98 runners participating, raising over \$228,800. The Dream Center is a faith based human service organization that provides services in the areas of homelessness, hunger relief, medical care and education.
- **Team Parkinson** achieved the highest fundraising total among participating level charities. In the organization's 10<sup>th</sup> year partnering with the ASICS LA Marathon, they had 145 runners

raise a total of \$104,000. The non-profit organization's purpose is to raise awareness regarding the impact of Parkinson's disease.

- **Team to End AIDS**, a long-time partner charity, surpassed their goal of \$175,000 and raised \$183,000. The charity helps people train for an endurance event while raising money for AIDS Project Los Angeles (APLA) to help end AIDS and save lives.
- **Lupus Foundation of America**, a first year charity, surpassed their \$10,000 goal and raised \$16,000. Team Life without Lupus provides athletes with an opportunity to reach their health and fitness goals while raising money towards critical patient services in the Greater Los Angeles area.

"This truly demonstrates how the running community is eager and willing to give back," said Rachel Sanchez, Manager of Charity Partnerships at LA MARATHON LLC. "We are proud of every single charity and their dedicated efforts to raise money for their respected causes. We are honored they chose to partner with the 2014 ASICS LA Marathon in order to fundraise and support their cause."

Since its inception in 1986, the ASICS LA Marathon has offered opportunities for involvement for athletic expression at all levels, for giving back to the community and for celebrating the unique nature of the communities all over the Los Angeles region. Beginning with the third race in 1988, charities simply used the race to collect per-mile pledges from runners. That first effort raised \$250,000, which expanded to more than \$600,000 in cash and services in 1989 and surpassed \$1 million in 1990 and every year since. Charity applications for the 2015 race will be available in early June.

For more information, please contact Rachel Sanchez at [rachel.sanchez@lamarathon.com](mailto:rachel.sanchez@lamarathon.com).

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**LA MARATHON LLC** is a leading U.S. running organization dedicated to inspiring the athlete in every runner and connecting communities through health and fitness. The ASICS LA Marathon is among the largest marathons in the country with more than 25,000 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. The race has been named "Best Big City Race" by Runner's World. LA MARATHON LLC will host the 2016 U.S. Olympic Team Trials for Men's and Women's Marathon, awarded by USA Track & Field and the U.S. Olympic Committee, which will take place in Los Angeles February 13, 2016. For more information, please visit [www.lamarathon.com](http://www.lamarathon.com).