

## **Conqur Endurance Group to Provide Free Race Photos through Gameface Media To Runners in the Inaugural Pasadena Half Marathon & 5K at the Rose Bowl**

**JUNE 30, 2016, BOSTON, MA & LOS ANGELES, CA** — Gameface Media and Conqur Endurance Group today announced a two-year partnership in which runners in the Pasadena Half Marathon & 5k at the Rose Bowl will receive free digital race photos. With approximately 8,000 projected annual participants, Gameface Media expects to deliver more than 150,000 photos to participants over the length of the agreement.

The inaugural Pasadena Half Marathon & 5k kicks off on January 22, 2017 and will take participants through beautiful Pasadena past landmarks such as the Colorado Street Bridge, Old Town Pasadena and Cal Tech University, before finishing on the majestic field of the world famous Rose Bowl.

"We wanted to offer our runners a special way to share their experience on this picturesque course," said Tracey Russell, Chief Executive of Conqur Endurance Group. "Whether you are trying to set a personal best in the half marathon or completing your first 5K, we want to make sure every runner has a chance to share the special moment of finishing on the field inside the Rose Bowl with their friends and family."

Gameface will deliver to runners their free, high-resolution pictures on a Gameface technology platform that allows for easy sharing across major social media channels. Gameface has changed the industry for event photography by providing amateur athletes free digital photos, by incorporating a brand sponsor into the photo experience. Brands place their logos on the race photos and interact with runners online. Based on past events of a similar size, Gameface expects to deliver more than 1,000,000 online impressions per year for its brand sponsors of the Pasadena Half Marathon & 5K.

"Gameface was founded by runners, for runners," said David Lavalley, Gameface CEO and Co-Founder. "We have the utmost respect for the team at Conqur, and we appreciate the unique experience they are giving amateur athletes to run through the Rose Bowl. We are very excited to help runners preserve that memory forever."

Gameface Media will alert all runners a few days after the race to let them know that their free digital photos are available. Typically, each runner receives 6-10 high quality photos of them in action. Runners may download the photos and share them on social media for free, as well as purchase printed products. Gameface covers more than 700 events annually across the globe. In addition to the Pasadena Half Marathon & 5k, Gameface provides photos for many New York Road Runners events, the Zappos.com Bay to Breakers 12K, BolderBoulder, Beach to Beacon, the Bellin Run, the San Francisco Marathon, the Shamrock Run, JP Morgan Corporate Challenge, Tough Mudder, Warrior Dash, Ragnar Relay, and many more.

## **About Gameface Media**

Gameface Media Inc. is the largest provider of free sporting event photos in the United States. Gameface enables brands to make a deep connection with event participants by providing free photos of them participating in obstacle races, triathlons, running races, golf, skiing and youth sports. Our social media technology drives participants to an advertiser's website or Facebook page where they may be greeted with customized offers aimed at immediate conversion of these visitors into customers. The photos, branded with the event and company's logo, may be downloaded, saved and shared on social media outlets for free.

## **About Conqur Endurance Group**

Conqur Endurance Group, a subsidiary of McCourt LP, is a global endurance brand that channels the vibrancy of Los Angeles into experiences for individuals and communities to exceed extraordinary limits. Our employees are professionals with extensive experience in designing, marketing and executing first-class endurance events and experiences. The Skechers Performance Los Angeles 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. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl, with the inaugural event slated for January 22, 2017. For more information, please visit [www.goconqur.com](http://www.goconqur.com).

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