



Skechers Performance Los Angeles Marathon breaks the \$50M mark in charitable giving!

33rd Edition of the Skechers Performance Los Angeles Marathon surpasses \$4.3M in Charity Funds raised and donated, taking the program total past the \$50M mark

LOS ANGELES (July 12, 2018) - Concur Endurance Group is proud to share that the Los Angeles Marathon Official Charity Program hit a milestone this year. Including the \$4,300,000 raised by more than 3,500 charity runners at this year's Skechers Performance Los Angeles Marathon, the Program's charitable impact now exceeds \$50,000,000 since the start of the program in 1988.

"The Official Charity Program is a cornerstone of the City's Marathon," said Murphy Reinschreiber, COO of Concur Endurance Group. "Its success furthers our mission of social responsibility and positive impact throughout the Greater Los Angeles area, and enables our predominantly local charity partners to positively impact their own missions."

In 2018, sixty charities supporting a broad spectrum of causes raised money through the Los Angeles Marathon Charity Program. "Working with sixty charities seems to be the magic number that allows us to work closely with each charity and support their efforts," said Melissa Christian, Concur Endurance Group's Senior Manager of Nonprofit & Community Partnerships. "Because of the success of this year's program, we will be accepting applications for up to sixty charity partners again this summer for our 2019 Marathon."

Charity support and giving back has been an integral part of the Skechers Performance Los Angeles Marathon since the early days of the race. The third edition of the Marathon in 1988 was the first-year charities collected pledges and raised \$250,000. Now over the \$4,000,000 mark annually, the charity program has expanded to create significant opportunities for large and small nonprofit organizations.

The program's largest charity, Team World Vision-Los Angeles, raised more than \$1,000,000 to bring clean water to over 21,000 vulnerable children in Africa. Their team of more than 850 runners and walkers completed the Marathon and the Charity Challenge. At the same time, Angel City Pit Bulls, an all-volunteer nonprofit, raised \$112,000 which covered the bulk of their annual operating expenses, making the charity program their primary source of funding.

"Being an official charity partner with the Los Angeles Marathon for the past 10 years has empowered our community to challenge themselves and accomplish great things together that they could not do alone," said Rynne Tejada, Regional Event Specialist for St. Jude Children's Research Hospital. "Last year, not only did we raised more than \$103,000 but every runner we had finished the race!"

The LA Big 5K at Dodger Stadium the day before the Marathon, provides an additional opportunity for charities to participate and fundraise. This year, the Concern Foundation and Public Counsel, raised \$210,000 and \$158,000 respectively for their organizations as LA Big 5K partners.

Charity applications for the March 2019 Marathon are available now at lamarathon.com. Inquiries about the charity program may be addressed to Melissa Christian at Melissa.christian@goconqur.com