



## **RUN, SNAP, SWIPE: SNAPCHAT TEAMS UP WITH THE SKECHERS PERFORMANCE LOS ANGELES MARATHON TO MAKE SOCIAL MEDIA HISTORY**

*More than 40 On-Demand Geofilters to line the Iconic "Stadium to the Sea" Course on Race Day*

**LOS ANGELES** (March 1, 2017) – Run. Snap. Swipe. Celebrate! Through a first-of-its-kind partnership between Snap Inc. and the Skechers Performance Los Angeles Marathon, runners at the annual race will have a unique way to commemorate their experiences on social media. During the March 19<sup>th</sup> race, more than 40 on-demand Snapchat Geofilters will allow runners to share the vibrancy and signature style of the race straight from the streets of Los Angeles to social media and mobile screens around the world by applying marathon-themed graphic overlays to their Snaps before sending to friends.



Many of the specially-designed Geofilters will be themed around the world-famous "Stadium to the Sea" course, which features a landmark every mile. From Dodger Stadium to the Santa Monica Pier, runners, spectators and volunteers will be able to capture and share their marathon moments via Snapchat with exclusive, location-based Geofilters along all 26.2 miles.

This unprecedented partnership also gives participants a chance to be part of a first-ever Snapchat record for the "Longest On-Demand Geofilter Initiative," at approximately 27 miles.

"We're proud to continue our tradition of innovation and ingenuity," said Tracey Russell, Chief Executive of Conqur Endurance Group, organizer of the Skechers Performance Los Angeles Marathon. "This is an exciting way for our athletes, spectators and the Los Angeles community to engage with one another on a social level while simultaneously setting a world record."

With more than 24,000 athletes and over a half million spectators, the Skechers Performance Los Angeles Marathon Snapchat activation will be the largest Snapchat initiative ever conducted in the endurance industry. Runners interested in being a part of this first-ever activation are encouraged to register for the race at [www.lamarathon.com](http://www.lamarathon.com).

To kick off the partnership, on March 1<sup>st</sup>, special-edition Geofilters will appear in the app around key Los Angeles locations including LA Live, the Santa Monica Pier and local fitness centers.

For more information, visit [www.lamarathon.com](http://www.lamarathon.com), and follow the marathon on Snapchat @lamarathon.

### **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 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, Conquer 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. For more information, please visit [www.goconquer.com](http://www.goconquer.com).

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