

PRESS RELEASE

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Houston Marathon Committee Announces Official Run for a Reason Charities

Charity program welcomes 57 nonprofits to its 2011-2012 campaign

HOUSTON (May 4, 2011) – The Houston Marathon Committee is excited to announce its new charity lineup for the 2011-2012 Run for a Reason program.

Linking more than 30,000 runners with 57 nonprofit organizations, the Run for a Reason program provides an avenue for race participants, individuals and organizations to collect donations on behalf of an official charity of their choice. In addition, it provides a platform for charities to raise awareness and educate others about their cause.

Last year, the Run for a Reason program generated a record \$2,086,000 benefiting 52 nonprofit organizations, surpassing \$12.4 million in charitable donations in the program's 17-year history.

"Local philanthropies need support more than ever and the passionate runners and fundraisers who participate in our event annually continue to exceed our expectations," said Wade Morehead, executive director of the Houston Marathon Committee. "We are proud to welcome and support these 57 charities, and are truly pleased with the continued success and growth of the Run for a Reason program."

The Run for a Reason program also offers additional ways to enter the Chevron Houston Marathon and Aramco Houston Half Marathon.

A limited number of guaranteed race entries will be available through a "Hero" charity registration. This program enables runners to make an upfront, direct tax-deductible donation of at least \$350 to an official Run for a Reason charity of their choice, plus the cost of registration, to secure a guaranteed race entry. "Hero" charity registration opens on June 1, 2011 and is available on a first-come, first-serve basis.

Runners may also "fundraise for registration" to receive a guaranteed race entry. Participating charities set their own fundraising objectives and deadlines required to receive a race entry. "Fundraise for registration" entries are available on a first-come, first-serve basis. A list of participating charities will be posted on the event website (RunforaReasonHouston.org) on June 1, 2011. Runners should contact these organizations directly for more information.

The 40th anniversary running of the Chevron Houston Marathon and companion Aramco Houston Half Marathon and El Paso Corporation 5K is scheduled for January 15, 2012.

To learn more about the Run for a Reason charity program and for a complete list of official 2011-2012 charities, visit RunforaReasonHouston.org.

About the Houston Marathon Committee, Inc.

Established in 1972, the Houston Marathon Committee, Inc. (HMC), a Running USA Founding Member, annually organizes the nation's premier winter marathon, half-marathon, 5K and kids' fun run. In 2011, more than 30,000 runners participated in four race weekend events organized by 7,500 volunteers, creating Houston's largest single-day sporting event. In addition to hosting numerous world-renowned road races, including the USA Men's and Women's Half Marathon Championships since 2005 and 2007, respectively, and the 1992 U.S. Women's Olympic Marathon Trials, HMC will host the 2012 U.S. Men's and Women's Olympic Team Trials - Marathon on January 14, 2012.

For more information, visit houstonmarathon.com or call 713.957.3453.

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