

PRESS RELEASE

For Immediate Release

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Houston Marathon Committee Launches “We Are Houston 2012” Corporate Partnership

HOUSTON (Nov. 10, 2011) – The Houston Marathon Committee is excited to announce its “We are Houston 2012” marketing campaign, a partnership of 15 Houston-based corporations who are collaborating with the host committee of the 2012 U.S. Olympic Trials Marathon in its fund raising efforts.

“Thanks to the generous support of these great Houston area companies, the Team USA Olympic Trials for the marathon will showcase Houston to a television audience reaching millions of viewers nationwide,” said Steven Karpas, managing director of business development and marketing. “This prestigious sporting event will feature the best U.S. athletes and bring corporate leaders, dignitaries and spectators from all parts of the world to Houston and will add to the Houston Marathon’s \$50 million economic impact on the local economy.”

Participating partners gathered on the steps at City Hall with Mayor Annise Parker to raise the U.S. Olympic Trials Marathon flag in celebration of the 2012 U.S. Olympic Trials Marathon. The races will take place on the streets of Houston on January 14, a first for a single city to host both the men’s and women’s U.S. Olympic Trials races on the same day at the same event.

We Are Houston 2012 partners include ABB, Apache Corporation, Aramco Services Company, Bank of Texas, Chevron, Gallery Furniture, Greater Houston Convention & Visitors Bureau, H-E-B, Kellogg Brown & Root, King & Spalding Law, Maersk Oil Houston Inc., Mammoet USA South, Inc., Memorial Hermann, University of St. Thomas, and Waste Management.

Through the We Are Houston 2012 campaign, NBC will broadcast two hours of same-day national coverage from 3:00 p.m. to 5:00 p.m. ET, the first time that both men’s and women’s Olympic Trials have been televised on the same day.

To-date, 150 U.S. men and 194 U.S. women have qualified for the 2012 U.S. Olympic Trials Marathon. The top 150 male and female distance runners are expected to compete in Houston to qualify for the six coveted spots on the U.S. Olympic marathon team for the London 2012 Olympic Games.

Visit Houston2012.com for more information.

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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