

PRESS RELEASE

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Houston Marathon Committee Announces Official 2010-2011 Run for a Reason Charities

HOUSTON (Jun. 15, 2010) – The Houston Marathon Committee is proud to announce its new charity lineup for the 2010-2011 Run for a Reason program.

Linking 30,000+ runners with 51 nonprofit organizations, the program provides an avenue for participants in the marathon, half marathon and 5K, as well as individuals and organizations, to collect donations on behalf of an official charity of their choice.

Last year, the program generated a record-setting \$1.8 million for 46 nonprofit organizations, surpassing the \$10.4 million milestone in charitable donations in the program's 16-year history.

"In this difficult economic climate, local philanthropies need support more than ever and the passionate runners who participate in our event annually continue to deliver," said Wade Morehead, executive director of the Houston Marathon Committee. "We are excited to support these 51 charities, and truly pleased with the success and growth of the Run for a Reason program."

The Run for a Reason program offers additional ways to enter the marathon and half marathon races outside of the new lottery registration system.

A limited number of guaranteed race entries are available through a "Heroes" charity registration. This program enables runners to make a direct tax-deductible donation of at least \$350 to an official charity of choice, plus the cost of registration, to secure a guaranteed race entry. Heroes charity registration opens on July 27, 2010.

Runners can also "fundraise for registration" which requires no up-front, out-of-pocket expense. Participating charities set their own fundraising objectives and deadlines required to receive a race entry which are available on a first-come, first-served basis. A list of participating charities will be posted on the event website (RunforaReasonHouston.org) on August 10, 2010. Runners should contact these organizations directly for more information.

The 39th running of the Chevron Houston Marathon is scheduled for January 30, 2011.

To learn more about the Run for a Reason charity program and for a complete list of 2010-2011 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 2010, 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 Men's and Women's USATF Half Marathon Championships since 2005 and the 1992 Women's U.S. Olympic Marathon Trials, HMC will host the 2012 Men's and Women's U.S. Olympic Marathon Trials on January 14, 2012.

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

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