



2010 Houston Marathon Committee's Run for a Reason Program Raises Record \$1.8 million *Funds to Benefit 46 Charities*

HOUSTON (March 10, 2010) – The largest field in the history of Chevron Houston Marathon weekend in January produced a record-setting total raised by the Houston Marathon Committee's Run for a Reason charity program. More than 12,000 donations raised \$1.8 million to benefit 46 nonprofit organizations through Run for a Reason, which has generated more than \$10.4 million in its 15-year history.

Even before a single mile had been run in the 2010 Chevron Houston Marathon, Aramco Houston Half Marathon or El Paso Corporation 5K (EP5K), the Run for a Reason program received \$1.2 million in donations. Post-race contributions pushed the final tally beyond the previous record total of \$1.26 million set in 2008.

"The dedicated runners who participate in our races and the family, friends and coworkers who support them with contributions through the Run for a Reason program continue to do extraordinary things for charity," said Brant Kotch, race director of the Chevron Houston Marathon. "During challenging economic times when these organizations need them the most, our community delivered and exceeded expectations."

The 2009-2010 Run for a Reason charity program linked runners with participating nonprofits. Runners in all three races as well as individuals and organizations collected donations on behalf of an official charity of their choice.

Two new Run for a Reason initiatives included in this year's program proved popular with runners. The Hero entry program enabled runners to donate to their preferred official charity and secure a guaranteed registration for the race. In addition, a Fundraising for Registration option allowed runners to fundraise for an entry, with no up-front, out-of-pocket expense required on their part.

More than 26,000 runners registered to participate in the 38th annual Chevron Houston Marathon, Aramco Houston Half Marathon and EP5K, which took place January 17, 2010.

To learn more about how to apply to our 2010-2011 Run for a Reason program, please visit www.chevronhoustonmarathon.com/RunForAReason/index.cfm. Official charities will be announced in early June. The 39th running of the Chevron Houston Marathon is scheduled for January 30, 2011.

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 www.houstonmarathon.com or call 713-957-3453.

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