



## **Run for a Reason Program Poised to Raise Record Amount for Houston-Area Charities**

*Runners in Chevron Houston Marathon Weekend Races Have Generated \$1.2 million*

**HOUSTON (Jan. 05, 2010)** - Runners in the 2010 Chevron Houston Marathon and accompanying Aramco Houston Half Marathon and EP5K have already raised \$1.2 million for charity through the Run for a Reason program. This surpasses the total amount raised in 2009, and gives the event an opportunity to eclipse the record total of \$1.26 million generated by the program two years ago.

More than 26,000 runners are registered to participate in the 38<sup>th</sup> running of the nation's premier winter marathon and companion half marathon and 5K races on Sunday, January 17, 2010.

"The efforts of our runners to support the causes of so many important nonprofit organizations are extraordinary," said Brant Kotch, race director of the Chevron Houston Marathon. "To have already raised more in donations than last year in the midst of a difficult economy demonstrates that for thousands of runners, participating is about much more than making it across the finish line."

The Run for a Reason charity program links runners with 46 participating Houston-area nonprofit organizations. Runners in all three races collect pledges and donations from their family, friends and coworkers on behalf of a charity. The program strengthens ties between the running community and local charities, and also provides critical financial support for the underprivileged in the Houston area.

Two new additions to the Run for a Reason program this year are credited with helping to generate increased interest in the program. The Heroes Charity initiative provided a limited number of marathon and half marathon "Hero Entries." Each special entry required a minimum contribution of \$350, a direct donation to the Run for a Reason charity of the runner's choice, plus the cost of race registration. In addition, the Fundraising for Registration program allowed runners to select a specific charity to support. The charity set the fundraising minimum and when that amount was raised, the runner was registered for the race.

Including 2010 donations, the Run for a Reason program has raised more than \$8.6 million for charities in its 14-year history.

The Chevron Houston Marathon, a Running USA founding member, is the nation's premier winter marathon, annually attracting participants from all 50 U.S. states and many foreign countries. In 2009, more than 26,000 runners participated in four marathon weekend events (marathon, half marathon, 5K run and children's run). The Houston Marathon has been ranked among the top five in the nation by the *Ultimate Guide to Marathons* for fastest course, organization and crowd support. More than 5,000 volunteers organize the race, which is Houston's largest single-day sporting event.

For more information, visit [www.chevronhoustonmarathon.com](http://www.chevronhoustonmarathon.com) or call 713-957-3453.

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