



**PRESS RELEASE**

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**For Immediate Release**

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## **THE WOODLANDS MARATHON AGREES WITH BECK AND MASTEN GMC TO BECOME CHARITY CHALLENGE SPONSOR**

THE WOODLANDS, TX (October 18, 2018) – The Woodlands Marathon Management has named Beck & Masten GMC the title for the 2019 Charity Challenge. The Beck & Masten Charity Challenge will donate \$12,500 to the top twenty fundraisers selected charities in 2019.

In the first seven years of the program over \$1 million dollars has been raised for various charities. Runners will have the opportunity to select from thirteen charities that are being selected through The Woodlands Marathon Management’s application process. Beck & Masten GMC has selected Interfaith of The Woodlands as their charity of choice.

The Woodlands Marathon Relief Fund and the Orphans of Bogota, Colombia youth mission through Celebration Church are additional charities selected for the 2019 Beck & Masten Charity Challenge. Other charities will be announced in the coming days and weeks to complete the initial thirteen charities.

“We look forward to seeing our runners raise more funds for their charities. The event has become a great vehicle for charities to build awareness through connecting by runner fundraising,” according to Tiffany Renken, Director of the Charity Challenge.

The Beck & Masten Charity Challenge Kickoff event on October 22, 2018 at Goose’s Acre in The Woodlands will allow runners the opportunity to get first hand information on the program and begin their campaigns for 2019.

Attendees of the kickoff event will have a chance to win an “Entry For A Lifetime” to the Fidelity Investments The Woodlands Marathon and Houston Methodist The Woodlands Half Marathon.

Beck & Masten will also give away three “Lifetime Entries” for the first three registered runners to purchase a vehicle at Beck & Masten North GMC. If runners are already registered, The Woodlands Marathon Management will refund their entry and they will have that entry for any distance for the rest of their life.

“Our 2019 goal is to raise \$200,000 and continue to raise the ceiling for this program each year,” stated Tiffany Renken, Director of the Charity Challenge. “The Woodlands Marathon Management Directors have already elected to support the recovery efforts in Florida from Hurricane Michael with funds raised thru The Woodlands Marathon Relief Fund. The good we can do through this program and that relief fund changes lives.”

#### **About The Woodlands Marathon Management**

The Woodlands Marathon Management is an event production company that operates with a primary goal of providing individuals the opportunity to participate in a running event that promotes the advancement of running. The directors of The Woodlands Marathon Management share a passion for The Woodlands community, the Houston region and the active sport lifestyle. They have teamed up to produce this premier event that will provide The Woodlands and surrounding communities options for living a healthy lifestyle with purpose.

For more information, please visit the event website at <http://www.thewoodlandsmarathon.com/>.

#### **About Beck & Masten GMC North**

Beck and Masten North has been the #1 GMC Dealer in Texas for the past 18 years. We are currently the #1 GMC Dealer in America for 2001- 2017! This is in no small part due to our high level of personal and honest customer treatment, enormous selection and value pricing commitment. You owe it to yourself to give Beck and Masten North the opportunity to earn your business and your respect.

For more information on Beck & Masten North, please visit the website at [Beckmastennorth.com](http://Beckmastennorth.com)