



PRESS RELEASE
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**THE WOODLANDS MARATHON MANAGEMENT DONATES
\$58,000 TO 2012 CHARITY PARTNERS AND KICKOFFS 2013
LAUNCH CHARITY CHALLENGE**



THE WOODLANDS, TX (October 18, 2012) – The Woodlands Marathon Management, LLC is pleased to announce the kickoff of its 2013 Launch Charity Challenge, a fundraising initiative of the Fidelity Investments The Woodlands Marathon.

As part of revitalizing the once-dormant event last year after a 17-year hiatus, event organizers donated \$58,000 to various charities, volunteer organization and local community groups, exceeding its initial goal by \$18,000.

This year's Launch Charity Challenge introduces a new format which allows participants to compete for a \$20,000 donation prize purse while running for any of the event's highlighted charities or their own favorite charity.

The new program format gives athletes a way to partner with the event team to further extend their mutual ability and commitment to raise awareness and funds for multiple causes.

The goal is to have this fundraising model not only exceed last year's \$58,000 donation, but to also act as a catalyst for participating charities to leverage this model long term.

The 2012 charity recipients included Olympian Ryan Hall and wife Sara's foundation, The Halls Steps Foundation, Interfaith of The Woodlands, Girls on the Run, American Diabetes Association, The St. Luke's Foundation, Westview School and Leukemia and Lymphoma Light The Night Walk.

One of last year's highlights was a donation to the Westview School, which specializes in educating individuals with Autism Spectrum Disorder, that allowed the school to build a running track for these students.

Volunteer organizations also receiving donations included College Park Boys Soccer, Lee's Army, Cole Health, Nimitz High School ROTC, Interfaith, Proximity, Stars Baseball, TCAAB, The Woodlands Girls Soccer, ITSOE, Lifestyle Christian, Northstar Church, SelecTri and Vista.

Additionally, six of the eight village association in The Woodlands participated in the Village Cheer Challenge, a program where each village had their own themed area along the course.

The villages competed for a prize purse, decided by runners who voted for their favorite section, with monies going towards their villages' scholarship program.

The winning theme was the Sterling Ridge Village Association's Super Heroes.

New in 2013 is the Launch Charity Challenge Prize Purse. The Woodlands Marathon Management has partnered with Launch Multisport and Reason2Race to spearhead the charity initiative.

Runners will have the opportunity to receive one of 43 dedicated donations that comprise the prize purse. By selecting a charity and raising money for that charity, runners become eligible to have from \$250 to \$3,000 donated to their selected charity by being one of the race's top fundraisers.

Highlight charities are those selected by the marathon and its title sponsor partners. They currently include Interfaith of The Woodlands, National MS Society, The St. Luke's Foundation, Girls on the Run and The Will Herndon Fund for Juvenile Batten Research.

For more information about the Launch Charity Challenge, please visit www.thewoodlandsmarathon.com and click on "Launch Challenge".

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.

About The Woodlands

Located just 30 minutes north of Houston, Texas and minutes from George Bush Intercontinental Airport, The Woodlands is an emerging destination for leisure guests, individual business travelers and groups of all sizes. Visitors to The Woodlands enjoy more than five million square feet of world-class shopping, dining and entertainment options; more than 185 miles of hike-and-bike trails; the 1,700-acre Mitchell Preserve; the Cynthia Woods Mitchell Pavilion, one of the top five outdoor amphitheatres in the world; kayaking on The Woodlands Waterway and Lake Woodlands; and 115 parks. The Woodlands features world-class golf and is home to more than 1,400 guestrooms in upscale and boutique properties, select service, limited service, conference and convention centers and a resort. For more information, go to www.visitthewoodlands.com.

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

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(photo: Don Wisenbaker, The Woodlands Marathon Management, Mary Jo O'Neil, Interfaith The Woodlands, Rick Frank, The Woodlands Marathon Management, Danny Golden, The Woodlands Marathon Management)