



**PRESS RELEASE**  
**For Immediate Release**

**CONTACT**  
**Willie Fowlkes, (936) 588-9966**

## **FIDELITY INVESTMENTS AND ST. LUKE'S THE WOODLANDS HOSPITAL AGREE TO SPONSOR THE WOODLANDS MARATHON AND HALF MARATHON THROUGH 2015**

THE WOODLANDS (October 3, 2012) –The Woodlands Marathon Management, LLC is pleased to announce they have reached agreements with Fidelity Investments of The Woodlands and St. Luke's The Woodlands Hospital to become title sponsors of the Fidelity Investments The Woodlands Marathon and St. Luke's The Woodlands Half Marathon, respectively, from 2013 to 2015.

As the new title sponsor of the marathon, Fidelity Investments, the sponsor of last year's marathon relay, will offer a prize purse of \$15,400 to an elite field of runners.

This year's marathon once again offers runners a flat and fast, two-loop version of the single loop half marathon course with a unique opportunity to finish on The Woodlands Waterway.

St. Luke's The Woodlands Hospital witnessed over 3,800 registered runners in its half marathon event as part of the reemergence of last year's The Woodlands Marathon after a 17-year hiatus.

The St. Luke's The Woodlands Half Marathon will offer a minimum prize purse of \$10,800 to an elite field of runners.

The total combined prize purse for both races will be a minimum of \$26,200.

The Woodlands Marathon registered over 6,800 runners and walkers in total for all events and qualified 78 runners for the Boston Marathon.

Fidelity Investments and St. Luke's Hospital, through their title sponsorship, have the opportunity to select a charity to be highlighted in the Launch Charity Challenge.

The Launch Charity Challenge is a program where athletes and participants may raise additional funds for charities selected to the program.

In 2012, over \$58,000 was raised for charity in the first year event.

The Woodlands Marathon will offer a prize purse for the top fundraisers and make donations towards those charities.

The Woodlands Marathon Management, LLC has earmarked a \$20,000 prize purse for the Launch Charity Challenge.

This year Fidelity Investments has selected the MS Society and St. Luke's has selected the St. Luke's Foundation.

### **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 Fidelity Investments**

Fidelity Investments is among the most diversified financial services companies in the world, offering a full range of product solutions for individual investors, employers, institutions and intermediaries. Our fundamental mission is to help customers and clients achieve their financial objectives. Fidelity has \$3.5 trillion in assets under administration, including managed assets of \$1.6 trillion, as of December 31, 2010.

### **About St. Luke's Lakeside and The Woodlands Hospital**

St. Luke's The Woodlands Hospital, a 150-private-bed, nonprofit hospital, is part of St. Luke's Episcopal Health System. Understanding the importance of each patient's support systems and the desire to receive excellent healthcare in the community, St. Luke's The Woodlands Hospital is the only hospital in the area to partner with other Texas Medical Center organizations ranked in the top 10 of their specialties by U.S. News and World Report. Texas Children's Hospital manages the hospital's pediatric care, and The University of Texas M. D. Anderson Cancer Center's Radiation Treatment Center offers radiation oncology services on-site.

St. Luke's Lakeside Hospital in The Woodlands is collaboration between St. Luke's Episcopal Health System and the area's most experienced and recognized physicians specializing in cardiovascular, sports, orthopedic and spine medicine. Lakeside brings focused attention to the diagnosis and treatment of diseases of the heart as well as sports medicine, orthopedics, and disorders of the back and spine. By staying focused on these areas of medicine, St. Luke's Lakeside Hospital in The Woodlands provides the highest quality patient care and results.

### **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](http://www.visitthewoodlands.com).

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