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Record Number of Charities Will Participate in 2012 Run for a Reason Charity Program
Last year's Dick's Sporting Goods Marathon raised more than \$1.2 million for charity

Sept. 7, 2011 – Today, the Dick's Sporting Goods Pittsburgh Marathon launched the 2012 Run for a Reason Charity Program, presented by Guardian Storage Solutions. The Charity Program encourages runners to raise money for charities as they train for their events. For the 2011 event, runners and walkers raised more than \$1.2 million for 40 charities. Event organizers plan to increase this number to \$2 million in 2012. Visit the Charity Page at www.pittsburghmarathon.com to view the list of participating charities and learn more about how to become a charity runner.

“Our race has emerged as a leader in funding and activism initiatives for charities within the region,” said Adriane Deithorn, director of development, sponsorships, charities and expo for the Dick's Sporting Goods Pittsburgh Marathon. “Since the Marathon's return in 2009, more than \$2 million has been raised.”

This year a record number of charities are participating in the program, including 42 local and national charities.

“The Run for a Reason Charity program gives participants the opportunity not only to challenge themselves physically but also do something meaningful for their community,” said Patrice Matamoros, race director of the Dick's Sporting Goods Pittsburgh Marathon.

The Dick's Sporting Goods Pittsburgh Marathon is one of the nation's fastest growing marathons. The race debuted in May of 2009 with a sold-out field of over 10,000 participants. In May 2011, a sold-out field of approximately 22,000 raised \$1.2 million for participating charities while competing in five race weekend events: Dick's Sporting Goods Pittsburgh Marathon, UPMC Health Plan

Pittsburgh Half Marathon, FedEx Ground Pittsburgh Marathon Relay, UPMC Health Plan/UPMC Sports Medicine Pittsburgh 5K Run, and Toyota of Pittsburgh Kids Marathon.