

the oklahoma city  memorial marathon
a run to remember

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**OKLAHOMA CITY MEMORIAL MARATHON
LAUNCHES FUNDRAISING EFFORT**
New Method for Marathon Participants to Raise Funds for
the Oklahoma City National Memorial & Museum

OKLAHOMA CITY -- The Oklahoma City Memorial Marathon has set in motion a new way for race participants to help with fundraising efforts that benefit the Oklahoma City National Memorial & Museum. Anyone participating in the marathon as a runner or volunteer can now set up their own fundraising Web page to raise money to help the Memorial and Museum fulfill it's mission of education and remembrance.

"Runners have been asking for a few years about being able to raise money through people sponsoring their runs to benefit the Memorial, and we have launched new programming on the marathon Web site that will allow them to do just that," said Chet Collier, Memorial Marathon executive director. "The racing community and the organizations supported by other run/walk events have seen the benefits of this kind of grassroots fundraising, and the impact it can have on our efforts to support the Memorial are substantial."

According to Road Race Management Association, \$714 Million dollars was generated through individual fundraising efforts by running events across the nation in 2006, the last year for which statistics are available.

The Oklahoma City National Memorial & Museum receives no federal, state or local funding for the operation or maintenance of the Memorial and Museum. The private, non-profit foundation relies on earned revenue through Museum admission and Memorial Store sales, grants and partnerships with foundations and corporations, the support of individual donors, earnings from an endowment and proceeds from the Memorial Marathon to keep the breathtaking site alive.

"The Marathon is our largest fundraising event, and because of the growth in the marathon over the last eight years, we have seen more than \$1.2 million in contributions from the Marathon," said Oklahoma City National Memorial & Museum Executive Director Kari Watkins. "With the new fundraising component built into program – we are excited about the possibilities the participants and the community have to support our mission."

Participants can create their own fundraising page at www.fundraising.okcmarathon.com. Each person is able to individualize their page by adding personal stories of why they are running, what the Memorial means to them, etc., add photos and create a goal specific to the amount they would like to raise.

"Our mission with The Oklahoma City Memorial Marathon is to honor their memories, celebrate life, reach for the future and unite the world in hope," said Collier. "We hope our race participants, both runners and volunteers will have fun with the new feature and it will inspire them that much more as they prepare for April 26, 2009."

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The Oklahoma City National Memorial & Museum was created to honor *those who were killed, those who survived and those changed forever* by the 1995 bombing of the Alfred P. Murrah Federal Building in Oklahoma City. The Memorial and Museum are dedicated to educating visitors about the impact of violence, informing about events surrounding the bombing, and inspiring hope and healing through lessons learned by those affected.

The 9th running of the Oklahoma City Memorial Marathon is set for April 26, 2009. The event weekend includes marathon, wheelchair marathon, half marathon, 5-person relay, a Kid's Marathon and the 5K Memorial Walk. In addition, there will be a fitness exposition, a pre-race pasta party held at the Oklahoma City National Memorial and a moving sunrise prayer service the morning of the race.

For more information or to register online, visit www.okcmarathon.com

- 30 -