

## San Antonio Announces New 5-year Partnership with Competitor Group

SAN ANTONIO - San Antonio Sports and the City of San Antonio have entered into a new partnership with Competitor Group, Inc., to produce the Rock 'n' Roll Marathon & ½ Marathon in San Antonio for the next five years.

The new agreement, which was approved by the San Antonio City Council on Nov. 19, 2015, will extend the partnership through 2020 with an option to extend it for an additional two-years through 2022. The 2015 Humana Rock 'n' Roll San Antonio Marathon & ½ Marathon will take place Dec. 4 – 6.

The Rock 'n' Roll San Antonio Marathon and ½ Marathon has been held every fall since 2008. The three-day event annually delivers \$30 million in economic impact and provides national and international media exposure for the Alamo City. In 2015, the event will include a two-day expo, plus a 5K, 10K, relay, ½ marathon, marathon and the Subway KiDS Rock fun run.

“Since 2008, the Rock 'n' Roll San Antonio Marathon has been a very successful partnership with the City, Convention & Visitors Bureau and San Antonio Sports who have collectively set the bar high for hosting a world class running event,” said **Josh Furlow**, president, Competitor Group. “This new 5-year agreement is a true sign of our commitment to San Antonio, their commitment to us and the marathon’s ability to continue to draw tens of thousands of visitors to San Antonio each year.”

“The Rock 'n' Roll San Antonio Marathon & ½ Marathon has become a significant and anticipated event on San Antonio’s calendar each year, drawing a spotlight onto our city and its commitment to an active and healthy lifestyle,” said **Cassandra Matej**, executive director of the San Antonio Convention & Visitors Bureau. “That dedication to personal wellness and achievement is a wonderful lure for visitors and locals alike, and the bonus is they get to experience the beauty, history and culture of our remarkable city thanks to a race course that winds past many of San Antonio’s notable attractions.”

“The Rock 'n' Roll Marathon has helped spur a culture of fitness here,” said **Russ Bookbinder**, President & CEO of San Antonio Sports, the community’s independent nonprofit sports commission. “We’re pleased to partner with CGI to produce the SUBWAY KiDS ROCK marathon training program and fun run at SeaWorld of San Antonio this year, and we look forward to continuing to extend the Rock 'n' Roll experience to entire families in the years ahead.”

San Antonio Sports coordinates the 3,500-member volunteer corps that supports the Rock 'n' Roll San Antonio Marathon. Volunteer opportunities are still available. Those interested may visit [SanAntonioSports.org/volunteer](http://SanAntonioSports.org/volunteer) to register.

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### **About Humana Rock 'n' Roll San Antonio Marathon & 1/2 Marathon**

A Competitor Group event, the 8<sup>th</sup> annual Humana Rock 'n' Roll San Antonio Marathon & 1/2 Marathon will welcome more than 25,000 participants the weekend of December 4-6, 2015. Open to runners and walkers from novice to professional, live bands and local high school cheerleaders entertain and cheer on participants along the scenic course. Race weekend kicks off with a two-day Health & Fitness Expo at the Henry B. Gonzalez Convention Center, where all participants go to pick up their race bib and explore more than 100 running and fitness retailers, exhibits and clinics. Children in grades K-7 can also participate over race weekend at the non-timed, non-competitive SUBWAY KiDS ROCK San Antonio powered by San Antonio Sports on Saturday, Dec. 5. Event weekend concludes with a finish line festival at the Alamodome with a post race concert headlined by Third Eye Blind. Over the 17-year history of the Rock 'n' Roll Marathon Series, charity participants have raised more than \$310 million for a variety of worthy causes and nonprofit organizations. For more information, visit [RunRocknRoll.com/San-Antonio](http://RunRocknRoll.com/San-Antonio) or follow [@RunRocknRoll](https://twitter.com/RunRocknRoll) on Twitter.