



FOR IMMEDIATE RELEASE

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TWIN CITIES MARATHON, INC. SURPASSES 2009 SPONSORSHIP GOALS

Long-standing and new sponsors continue to value marathon organization's health and fitness initiatives

(Minneapolis, MN) Twin Cities Marathon, Inc. is proud to welcome new and existing sponsors to the 28th annual Medtronic Twin Cities Marathon weekend, which gets underway October 2-4. In a year of economic uncertainty, support for the organization and its health and fitness initiatives remains robust as annual sponsorship goals were exceeded by the end of August. The annual marathon weekend is host to 11,000 marathoners from 50 states and 20 countries, 6,500 ten-milers, and more than 5,000 kids and families on Saturday.

“As a non-profit organization, our relationships with our sponsors, including title sponsor Medtronic, mean we are able to continue to offer high quality running events and to further reach under-served youth in our community,” said Twin Cities Marathon, Inc. executive director Virginia Brophy Achman. “There are many ways the corporate community can join us in supporting our mission, and this year that has again been proven. We value these new and long-standing relationships and will continue to work together to help make health and fitness part of the lives of people across the country, as well as here in Minnesota.”

2009 sponsors include Medtronic, Target, CBS Radio, KARE TV, Pioneer Press, Brooks, Orangeseed, ING, ASI, Caribou, Medica, PowerAde/Coca Cola, RBC Wealth Management, Life Time Fitness, Sun Country, Running Room, Massage Envy, Dole, Freestyle Productions, Mayo Clinic, M&I Bank, Briggs & Morgan, Waste Management, GU Energy Gel, Piper Jaffray, CenterPoint Massage, Delicious Living Mix, Old Dutch, Pearson's Candy, FitSok, Gillette Children's Specialty Healthcare, Marathon Sports, Great Harvest Bread, Dick's Sporting Goods, ClubRun, Crowne Plaza Hotels, Lyn Lake Chiropractic, American Family Insurance, CNN Fit Nation, ONE Tour, Delta, Whole Foods, and Dean Foods.

Merchandising and sampling opportunities are still available at the Target Health & Fitness Expo on Friday and Saturday of race weekend. The expo is held at the RiverCentre in Saint Paul. For more information, visit mtcmarathon.org/Weekend/expo.cfm.

About Medtronic Twin Cities Marathon Weekend

The Most Beautiful Urban Marathon in America® is recognized as one of the top marathons and great road races of our time and registration is currently underway. Join us as the tradition continues October 2-4. The three-day weekend celebration of fitness includes the inaugural TC 10K, a 5K run/walk, children's fun runs, pasta dinner, health and fitness expo and Medtronic TC 10 Mile, in addition to the marathon. Medtronic is the title sponsor of marathon race weekend events. Visit mtcmarathon.org for more information.

About Twin Cities Marathon, Inc.

Twin Cities Marathon, Inc. is the non-profit organization that organizes running events throughout the year, including the 5th Annual Medtronic TC 1 Mile, 28th Annual Medtronic Twin Cities Marathon, 11th Annual Medtronic TC 10 Mile, the inaugural TC 10K, the 23rd Annual Medtronic TC Family Events & TC 5K and Medtronic TC Kids Marathon program and related events, as a community service for the Minneapolis/St. Paul area. Visit mtcmarathon.org for more information and on our [Twin Cities Marathon, Inc. page](#) on Facebook.

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