



TWIN CITIES IN MOTION

FOR IMMEDIATE RELEASE

Twin Cities Marathon, Inc. Organization Evolves into Twin Cities in Motion

Growth of organization that hosts Medtronic Twin Cities Marathon and related events inspires evolution of its name.

MINNEAPOLIS, MN (October 7, 2009) – After 28 years, Twin Cities Marathon, Inc. is now Twin Cities In Motion. The organizational name change is a reflection of its strong fiscal and business standing in Minneapolis and St. Paul, Minnesota.

“The running community recognizes the importance of quality running events, and the history of our brand promises to deliver a top notch experience at any distance,” said Twin Cities in Motion executive director Virginia Brophy Achman. “The name Twin Cities Marathon has dually represented our world class running event and the group of dedicated staff and volunteers who have made each marathon spectacular for the past 28 years. Over this time, the organization behind the event has changed. We’ve grown in size, added new events, and built a solid reputation as fitness event planners. Our new name is a positive reflection of our past and a foundation for our future, as we continue to serve our community by promoting health and fitness through the inspiration and achievements of people of all ages and abilities.”

The name change to Twin Cities in Motion was introduced at the Medtronic Twin Cities Marathon Weekend Reception Friday, October 2 at the start of the Medtronic Twin Cities Marathon weekend of events and was met with great welcome by sponsors, the running community and the organization’s year-round volunteers. The tagline for Twin Cities in Motion is “Plan. Organize. Manage. Run.” The events organized by the former “Twin Cities Marathon, Inc.” remain the same and the name change allows for future growth of other health and fitness events. For more information, visit mtcmarathon.org.

Twin Cities in Motion, (formerly *Twin Cities Marathon, Inc.*) is the non-profit organization that organizes running events throughout the year, including the Medtronic TC 1 Mile, Medtronic Twin Cities Marathon, Medtronic TC 10 Mile, the TC 10K, TC5K and the Medtronic TC Family Events 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 in Motion page](#) on Facebook.

Contact:
Kristine Smith, Marketing and Public Relations Manager
kristine@mtcmarathon.org
763-287-3888/ 651-341-4016