

# **American Cancer Society, Competitor Group, Launch Rock 'N' Roll Marathon Collaboration to Help Create a World With Less Cancer and More Birthdays**

## **American Cancer Society to Become Official Charity in Seattle, Chicago, New Orleans**

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The American Cancer Society and the Competitor Group, Inc., today announced a new collaboration to empower endurance athletes of all abilities to take a more proactive role in improving their personal health and saving lives from cancer. The collaboration will, for the first time, combine the resources of the nation's largest health care nonprofit with the endurance sports industry's leading media and event entertainment company to extend the reach of the American Cancer Society DetermiNation® endurance event program and to strengthen its impact on creating a world with less cancer and more birthdays.

The American Cancer Society/Competitor Group collaboration will begin with the Rock 'n' Roll Seattle(TM) Marathon & 1/2 Marathon this June, followed by the Rock 'n' Roll Chicago(TM) 1/2 Marathon in August, and the Rock 'n' Roll Mardi Gras(TM) Marathon & 1/2 Marathon in New Orleans in February 2011. All three events will be branded for the benefit of the American Cancer Society.

Additionally, the American Cancer Society will be designated as a preferred charity for Rock 'n' Roll Marathon Series events in Denver; Los Angeles; Nashville, Tenn.; Philadelphia; Phoenix; San Antonio; San Jose, Calif.; and Virginia Beach, Va.

"We are excited to join our DetermiNation program with the Competitor Group Rock 'n' Roll series to provide an unmatched running experience for athletes of all abilities," said Alan G. Thorson, M.D., F.A.C.S., national volunteer president, American Cancer Society. "Many people are not aware of the important role that exercise plays in reducing cancer risk - in fact, one-third of all cancer deaths could be prevented with a healthy diet and exercise. By training for and running in a Rock 'n' Roll event that benefits the American Cancer Society, people can take one of their most important steps to stay well and reduce cancer risk by being physically active, while helping save lives from cancer."

Through their participation in the Rock 'n' Roll events in Seattle, Chicago and New Orleans, DetermiNation athletes can dedicate their event training and race participation to the only endurance charity program that helps save lives from all forms of cancer. As part of their involvement, these athletes will receive team training, race-weekend VIP amenities, social event opportunities, and much more.

"The Rock 'n' Roll Marathon Series, which provides a unique, world-class endurance event and rock concert in-one, is a proud supporter of the American Cancer Society and its DetermiNation program," said Competitor Group President Scott Dickey. "Our goal is to create connections that promote our vision of a healthy, fit world. This is a powerful alliance which will raise significant funds for the American Cancer Society."

The Rock 'n' Roll Series format is an enjoyable experience for race participants and spectators featuring live, local bands playing at every mile along the course to energize the runners. Events conclude with a finish line festival as participants celebrate with their families and friends at a headliner concert.

The Rock 'n' Roll series revolutionized the running industry in 1998, when it incorporated the live music component at each milepost with themed water stations and high school cheerleading squads providing refreshment and motivation along the way.

The Determination program is the American Cancer Society's powerful and inspiring movement that empowers athletes of all abilities to make their miles more meaningful by dedicating their training and participation in marathons, triathlons, cycling and other endurance events to a lifesaving effort to end cancer.

Begun in Chicago in 1996 and formerly known as Charity Runner, the Determination program expanded nationwide in 2007 and now includes an increasing variety of endurance events and the growing involvement of athletes across the country.

For more information about how to join the growing American Cancer Society Determination team, visit [acsDetermination.org](http://acsDetermination.org). For more information on the Rock 'n' Roll Marathon Series, visit [www.runrocknroll.com](http://www.runrocknroll.com).

Competitor Group, Inc., headquartered in San Diego, Calif., is a leading endurance media and event entertainment company dedicated to promoting the sports of running, cycling and triathlon. CGI owns and operates 36 national events, delivering more than 350,000 professional and amateur participants in 2010. CGI publishes four magazine titles, with a combined monthly circulation of more than 800,000 and has recently launched an online endurance community at [competitor.com](http://competitor.com), delivering in excess of 1.5 million monthly unique visitors and 25 million page views. Further information about Competitor and its media properties may be found at [www.cgimediakit.com](http://www.cgimediakit.com).

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; by helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit [cancer.org](http://cancer.org).

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