Motiv and American Cancer Society Announce Partnership

American Cancer Society to become National Featured Charity of Six West Coast Events

ATLANTA and DENVER, April 11, 2019 /PRNewswire/ -- The **American Cancer Society** and **Motiv** announced a new collaboration to empower endurance athletes of all abilities to take a more proactive role in improving their personal health and helping to save lives from cancer.

The collaboration between the two organizations will begin with the **Santa Barbara Wine Country Half Marathon** in May, followed by the sold-out **Napa to Sonoma Wine Country Half Marathon** in July, and the **Surf City 10 Mile** in Huntington Beach in September. Additionally, the American Cancer Society will be designated as a preferred charity for the **Shamrock Run Portland**, **Philadelphia Love Run**, **Rutgers Half Marathon** and the **JetBlue Long Beach Marathon**.

"We are excited to join our DetermiNation program with Motiv's race series to provide world-class running experience for athletes of all abilities," said **Sharon Byers**, Chief Development, Marketing, and Communications Officer for the American Cancer Society.

Through their participation in an upcoming race, athletes can dedicate their event training and race participation to fighting cancer. By joining the American Cancer Society's signature charity endurance program, DetermiNation, individuals come together to raise awareness and funds for cancer research. As part of their involvement, these athletes will receive team training, race-weekend VIP amenities, social event opportunities, and much more.

"A world without cancer starts with a healthy lifestyle and our goal at Motiv is to create experiences that promote our vision of a healthy, fit world," said **Sam Renouf**, CEO of Motiv. "We are a proud to partner with the American Cancer Society and its DetermiNation program to help athletes achieve what seems impossible and help fight cancer."

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 cancer.org/motivsports

About Motiv
We are Motiv, a leading global event business who own and operate endurance sporting events and experience festivals in the U.S, Australia and the UK. We entertain, challenge and engage over 375,000 event attendees every year. Proud producers of some incredible events including the Surf City Marathon, Jet Blue Long Beach Marathon, Napa to Sonoma Wine Country Half Marathon, Sydney Running Festival, Nautica Malibu Triathlon, Philadelphia Love Run and the 50th Anniversary Denver Oktoberfest to name just a few. We believe in partnering with events and like-minded businesses that engage, inspire and make a difference in the lives of the audiences that enjoy them. Learn more at MotivRunning.com.

About the American Cancer Society
The American Cancer Society is a global grassroots force of 1.5 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. From breakthrough research, to free lodging near treatment, a 24/7/365 live helpline, free rides to treatment, and convening powerful activists to create awareness and impact, the American Cancer Society is attacking cancer from every angle. For more information, go to www.cancer.org.

SOURCE American Cancer Society

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