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Kansas City Marathon Announces New Charity Component for 2017 Race

KANSAS CITY, MO (February 3, 2017) – The Kansas City Marathon today announced a new, revamped charity component for its 2017 race, which will be taking place on October 21. The new charity component will give runners the opportunity to partner with great national and local non-profit organizations, allowing participants to give back while they are taking part in a world-class running event.

The primary beneficiary of the Kansas City Marathon will continue to be the Kansas City Sports Commission & Foundation (KCSC&F), a 100% privately-funded nonprofit organization that has managed the Kansas City Marathon since 2005. For more than 50 years, the KCSC&F has advocated the lifetime benefits of sports like running to people of all ages and abilities in the greater Kansas City area. The organization produces more than 25 events each year that allow thousands to affordably participate in sports, including educational initiatives, tournaments and youth clinics that make the Kansas City community a better place to live, work and play.

The KCSC&F also benefits the region by attracting and managing major sporting events for Kansas City, including the Big 12 Men's Basketball Championship, the NCAA DII Football Championship, the U.S. Figure Skating Championships and numerous other NCAA and Big 12 Championship events. These major national events serve to improve the quality of life for area residents, foster economic impact and elevate Kansas City's profile.

In addition to the KCSC&F, the Kansas City Marathon is proud to announce four great charity partners for its 2017 race.

Team World Vision – 628 million people on our planet still lack access to safe drinking water. Forced to walk an average of 6K or more to reach a water source that may not even be safe to drink, women and children are susceptible to danger and disease. World Vision is the largest non-government provider of clean water in the world, and is bringing clean water to a new person every 30 seconds. Team World Vision runners make their miles count for clean water. Click [here](#) to learn more or to join the Team World Vision's Kansas City Marathon team.

Kansas City Pet Project – This great local organization is the nonprofit operator of the Kansas City, MO animal shelter. They care for more than 10,000 pets a year and have three adoption centers in the metro area. They are the largest No Kill animal shelter in Kansas City and the third largest, open admission, No Kill shelter in the United States. KC Pet Project is creating No Kill community here in Kansas City – they are passionate about saving lives! Click [here](#) to learn more about KC Pet Project.

Team Fidelis – Another wonderful Kansas City area nonprofit, Team Fidelis' mission is to end the epidemic of veteran suicide by raising awareness, providing a bridge of hope and building camaraderie between veterans and their community. They strive to accomplish this mission by utilizing their three pillars: Awareness, Hope and Camaraderie. Click [here](#) to learn more about Team Fidelis.

Cancer Action – The third awesome KC based nonprofit partner, Cancer Action, offers a comprehensive array of programs and services addressing the physical, social, emotional and financial needs of cancer patients and their families. All Cancer Action programs and

services are free of charge, and the organization is dedicated to reducing distress and improving the quality of life for those living with, through and beyond cancer, and to promoting education, prevention and early detection to reduce the impact of cancer in the area. Click [here](#) to learn more about Cancer Action.

“We are proud to partner with these four wonderful non-profit organizations for our 2017 race,” said Dave Borchardt, Race Director for the Kansas City Marathon. “Last year the Kansas City Marathon and our participants raised more than \$375,000 for charity, and we think this new charity component will help us give back even more in 2017.”

During the registration process, runners will have three options to give back with one of the Kansas City Marathon’s charity partners:

1. Runners have the opportunity to fundraise for Team World Vision. All runners who fundraise for TWV are invited to the annual pre-race pep rally, post-race celebration party and teammates who fundraise \$3,000 (bringing 60 people clean water) or more will get a refunded entry into the 2017 Kansas City Marathon!
2. Runners can make a cash donation to one of the three local Kansas City area non-profit charity partners. All runners who donate \$50 or more during the registration process will get a pint glass that celebrates their charitable giving and will also receive a 20% discount off their 2018 Kansas City marathon registration.*
3. Runners have the opportunity to fundraise for one of the three local Kansas City area non-profits. All runners who fundraise \$250 or more will get a pint glass that celebrates their charitable giving and will also receive a 20% discount off their 2018 Kansas City marathon registration. *

Registration is currently open for the 2017 Kansas City Marathon, which includes distance options of 5K, 10K, Half Marathon and Full Marathon. Runners can register or learn more about the race by visiting www.kcmarathon.org.

**Note – the 20% discount may only be applied to the marathon’s regular registration prices, not the early bird prices*

About The Kansas City Sports Commission and Foundation

The mission of the Kansas City Sports Commission & Foundation is to drive Kansas City’s overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region, with the vision of making a better Kansas City through Sports.. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). Also follow the Kansas City Marathon on [Twitter](#), [Facebook](#) and [Instagram](#). www.sportkc.org

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