



FOR IMMEDIATE RELEASE

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## **Garmin® announced as new title sponsor of the Kansas City Marathon**

KANSAS CITY, MO (April 5, 2017) – The Kansas City Marathon [today announced](#) that Garmin International Inc. will serve as the race's new title sponsor. The race, scheduled for October 21, is Kansas City's largest annual running event and will be branded "The Kansas City Marathon presented by Garmin" – and will feature significant integration of the Garmin brand, its products and its inspirational Beat Yesterday campaign in all aspects of the event.

The title sponsorship of the marathon represents an expansion of an already robust long-term partnership between Garmin and the Kansas City Sports Commission, a 100% privately-funded nonprofit organization that has managed the Kansas City Marathon since 2005. In addition to Garmin's new title sponsorship of the Kansas City Marathon, the company will continue to be the presenting sponsor of the [WIN for KC Women's Triathlon & Duathlon](#), a Gold Level sponsor of the [WIN for KC Women's Sports Awards Celebration](#) and a Champion Level sponsor of [Kansas City's Big 12 Run](#).

Garmin replaces Waddell & Reed, who had been the marathon's title sponsor since 2005.

"We are thrilled to have Garmin as our new title sponsor," said Dave Borchardt, Race Director for the Kansas City Marathon. "Garmin is a brand that really resonates with runners, and we are excited to work with them to grow the Kansas City Marathon into one of the biggest and best races in the country."

"As a company with a significant presence in the Kansas City area, we are proud to be the new title sponsor of the Kansas City Marathon," said Brian Brooker, Garmin vice president of creative and communications. "Garmin is a pioneer in developing industry-leading running watches, smartwatches and activity trackers, so sponsoring our hometown marathon makes perfect sense. This annual event encompasses everything our 'Beat Yesterday' campaign stands for – encouraging people to be healthier and to move more, farther or faster each day."

"You can't have a great city without a great marathon, and the Kansas City Sports Commission has built this event into one of region's best-run and most celebrated races," said Tom Butch, Executive Vice President of Waddell & Reed. "As we move on from being the title sponsor, we could not be more satisfied with the marathon and the benefits it has provided us as a company, and especially, the Kansas City region."

Recently named [One of the 50 U.S. Road Races to Attempt in Your Lifetime](#), the Kansas City Marathon presented by Garmin gives runners a tour of Kansas City's most beautiful landmarks and cool neighborhoods, including the WWI Memorial, the Sprint Center, City Hall, the Country Club Plaza, the Nelson Atkins Museum of Art, Brookside, Westport, the 18th & Vine Jazz District and more. More than 15 bands along the course help provide a great atmosphere, and runners are also provided with fireworks to kick off the race, traditionally great fall weather and a huge after party with live music, free food and local beer.

Registration is currently open for the 2017 Kansas City Marathon presented by Garmin. Distance options for the race are 5K, 10K, Half Marathon and Full Marathon. Runners can register or learn more about the race by visiting [www.kcmarathon.org](http://www.kcmarathon.org).

### **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](http://www.sportkc.org)

**About Garmin**

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