

Runner's World and runDisney Partner on VIP Challenge Experience, Training for 20th Anniversary Walt Disney Marathon Weekend

Disney Marathon, Half Marathon and Goofy Challenge Jan. 12-13, 2013 Become Part of Runner's World Challenge

JULY 9, 2012 – (New York and Lake Buena Vista, Fla.) – Imagine a weekend where you run through Disney theme parks, experience Disney entertainment and are rewarded with a unique Disney medal, all while running side-by-side with *Runner's World* editors who helped you train and encouraged you along the way.

The 20th anniversary Walt Disney World Marathon, Half Marathon and Goofy's Race and a Half Challenge, which are part of Walt Disney World Marathon Weekend presented by Cigna, are the latest races to be designated *Runner's World* Challenge events. Participants will virtually train with *Runner's World* editors leading up to race weekend, and then on race weekend have the opportunity to enjoy an exclusive VIP race experience with *Runner's World* editors all hosted by runDisney at Walt Disney World Resort near Orlando, FL.

The weekend consists of the Half Marathon Jan. 12, 2013 and the Marathon Jan. 13. Those who choose to can run the Goofy's Race and a Half Challenge, where participants must complete the Half Marathon on Saturday, followed by the Marathon on Sunday to qualify for Goofy's Race and a Half Challenge medal.

More excitement awaits runners taking on the challenge of the Disney Marathon, which marks two decades of magical miles of Disney entertainment, one-of-a-kind medals and family memories. The 20th anniversary race will feature a new course routing through the Walt Disney World Speedway and Champion Stadium ballpark at the ESPN Wide World of Sports Complex; enhanced entertainment at Mile 20 to celebrate the 20th anniversary; a commemorative 20th anniversary Mickey Mouse medal and a new post-race party in Downtown Disney.

Those interested in signing up can click on the *Runner's World* Challenge icon at www.rundisney.com for registration information or can call 407-939-7781.

"We've planned 2013 to be the biggest year ever for the *Runner's World* Challenge, and we're excited to be collaborating with a great new partner for this kick off in January at Walt Disney World for the 20th anniversary Disney Marathon Weekend," said David Willey *Runner's World* Editor-in-Chief and Rodale Inc. Active Living Group General Manager. "Our editors are already gearing up training plans, logging miles, and preparing for this unique event. As with all of the *Runner's World* Challenges, our readers can count on receiving expert advice and personal engagement with our editors while training for this special weekend."

"The opportunity for our runners to have personal access to some of the leading minds in the running industry through the *Runner's World* Challenge is going to be hugely beneficial to anyone running our half marathon and marathon that weekend," said Faron Kelley, Director of Sports Marketing and Communication at Walt Disney World. "With so many races taking place around the country, partnering with the running experts at *Runner's World* will further differentiate our Disney Marathon Weekend and noticeably enhance the overall race weekend experience for the thousands of runners who are expected to participate in our 20th anniversary event next year."

Challenge participants will have exclusive access to a Challenge-only website where they can ask questions that will be answered by *Runner's World* editors. They can also share their best tips on nutrition, injury prevention, health issues and other essential training topics as they get ready to run at Disney.

Two exclusive packages were created for participants in this special *Runner's World* Challenge weekend at Walt

Disney World. The Ultimate Runner's World Challenge package includes:

- Entry into the 20th Anniversary *Walt Disney World* Marathon, Half Marathon or Goofy's Race and a Half Challenge with preferred corral placement
- Three night stay at Disney's Yacht or Beach Club Resort
- Private packet pick-up and hospitality suite at the resort
- Keepsake 20th Anniversary *Walt Disney World* Marathon Weekend gift
- A Runner's World Challenge tech shirt
- Course strategy session with the *Runner's World* experts and editors
- Exclusive shakeout run with the *Runner's World* editors
- Entry to the Pasta in the Park Party on Saturday night Jan. 12 at *Epcot*® with *Runner's World* VIPs & editors
- Private transportation to and from the start and finish lines
- Entry to the Race Retreat which includes pre and post race hot and cold beverages, dedicated stretching area, and private portalets & bag check, post-race buffet, massage and live results
- Post-race celebration on Sunday night at the Cool Down at Downtown Disney

Those who already have a hotel booked can take advantage of a second package that includes all of the extraordinary amenities offered by the Runner's World Challenge, such as training programs by Runner's World editors and access to the Race Retreat and Pasta in the Park Party. Those already registered for the marathon can upgrade to the Runner's World Challenge package.