

# Commemorative 20th Anniversary Walt Disney World Marathon Medal Unveiled

## Medal design features spinning elements, images of Mickey Mouse, and two inspirational quotes from Walt Disney

LAKE BUENA VISTA, Fla. (Aug. 14, 2012) – Today, *runDisney* revealed the much anticipated commemorative 20<sup>th</sup> anniversary Walt Disney World Marathon medal giving runners extra incentive to finish the 26.2 mile course.

The medal's unique design features a classic circular shape and two spinning elements, including a medallion with classic and modern images of Mickey Mouse, and two inspirational quotes from Walt Disney himself.

“For 20 years *runDisney* medals have set the standard in the running industry,” said Faron Kelley, Director of Marketing and Communication for Disney Sports. “This medal builds on that rich tradition and is an extraordinary keepsake that celebrates the 20 years of marathon experiences for people from around the world who have run in this time-honored event.”

The unveiling of the medal culminates a two-week *runDisney* social media campaign – “The Great Medal Caper” – in which fans followed the unveiling of the medal.

The Walt Disney World Marathon anchors the Walt Disney World Marathon Weekend presented by Cigna at Walt Disney World Resort, Jan. 10 – 13, 2013. In addition to earning the commemorative anniversary marathon medal, runners competing in the 20<sup>th</sup> anniversary Walt Disney World Marathon will experience several unique features, such as an enhanced course that goes through the Walt Disney World Speedway and the ESPN Wide World of Sports Complex's Champion Stadium; special entertainment at Mile Marker 20 to celebrate the 20<sup>th</sup> anniversary; and a new post-race party at Downtown Disney.

The marathon weekend, which is expected to draw a sellout field of more than 20,000 for the 26.2-mile marathon, will again feature **Kids' Races throughout the weekend**, including the **Mickey Mile**, a **Family Fun Run 5K** on Friday, the **Half Marathon** on Saturday and the **Marathon** on Sunday. There is also **Goofy's Race and a Half Challenge** which involves running the Half Marathon and the full Marathon – 39.3 miles! The **Health and Fitness Expo** runs throughout the weekend at ESPN Wide World of Sports Complex and features the latest in running technology and fashion, as well as renowned running experts such as **Jeff Galloway**, the official training consultant for *runDisney*.

For more information and to register for the 20<sup>th</sup> anniversary Walt Disney World Marathon Weekend or other *runDisney* events, go to [www.rundisney.com](http://www.rundisney.com).