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FOR IMMEDIATE RELEASE

Aug. 28, 2018

Tory Sport Brings Style to 2018 BMW Dallas Marathon Weekend

New Elite Partner Supports the Role that Sports Play in a Woman's Life

(DALLAS) - The BMW [Dallas Marathon](#) is partnering with [Tory Sport](#) as an official elite sponsor of its 2018 race weekend. The new partnership will provide this year's event with performance activewear that balances high-tech fabrics with classic design.

"The BMW Dallas Marathon is excited to partner with Tory Sport for our 48th running and know this iconic brand will enhance our participants' experience," said Paul Lambert, President of the Dallas Marathon. "Both Tory Sport and the Dallas Marathon are committed to fostering an active lifestyle and helping all athletes meet and exceed their fitness goals."

Inspired by the grace and strength of athletes, Tory Sport speaks to the active lifestyle of women who take a wear-anywhere approach to sportswear. Vintage-inspired stripes and florals are modernized by precise detailing and high-tech materials that ensure great fit and performance. Technical features, including moisture wicking and quick drying properties, help athletes go the extra mile.

As an Elite Partner of the 2018 BMW Dallas Marathon Weekend, Tory Sport will have a presence at the Health and Fitness Expo, the Post-Race Party (Finisher Village), the Pegasus Runner's Lounge and at five BMW Social 5K social runs, in addition to providing participants with exclusive offers and experiences.

The active wear collection includes clothing, bags, shoes and accessories for running, studio, tennis and swim, as well as a category of pieces that can be worn before and after a workout. To learn more, visit torysport.com.

About the Dallas Marathon

The Dallas Marathon is a nonprofit organization with a focus on promoting health and physical fitness through running events and related activities. Dating back to 1971, the organization hosts year-round events culminating with Dallas' largest and Texas' longest running marathon: the BMW Dallas Marathon. Now in its 48th running, the marquee race attracts runners from across the globe and hundreds of thousands of spectators to Dallas' largest single-day sporting event. The BMW Dallas Marathon racecourse highlights iconic Dallas landmarks and is recognized as the official marathon of the City of Dallas. Since naming a primary beneficiary in 1997, the Dallas Marathon has donated more than \$4 million to Texas Scottish Rite Hospital for Children. For more information, visit bmwdallasmarathon.com.

About Tory Sport

Tory Sport is a performance active wear collection that celebrates the elegance of sport. Inspired by the grace and strength of athletes, Tory Sport balances high-tech fabrics with classic design. Each style is crafted to reflect the beauty of the game and the empowering role that sports play in all aspects of a woman's life. Tory Sport supports the Tory Burch Foundation, which empowers women entrepreneurs by providing access to capital, education programs and networking events.

About Tory Burch

Tory Burch is an American lifestyle brand that inspires people around the world to live in full color with character, beauty and confidence. Launched in February 2004, the collection embodies the personal style and sensibility of its Chairman, CEO and Chief Creative Officer, Tory Burch. It includes ready-to-wear, shoes, handbags, accessories, watches, home and fragrance. There are more than 250 Tory Burch boutiques across North America, Europe, the Middle East, Latin America, Asia and Australia, and the collection is available at over 3,000 department and specialty stores worldwide and toryburch.com. The brand's dedication to helping women fearlessly follow their dreams is reflected in the work of the Tory Burch Foundation, which advances women's empowerment and entrepreneurship.

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