

Cori Bray
BMW Dallas Marathon, public relations
214-891-2901
cori_bray@richards.com



New Designs, Styles and Colors – BMW Dallas Marathon Partners with Alanic Active Wear to Offer New Apparel Options for 2017 Event Participants

DALLAS (June 23, 2017)- “I did it for the shirt.” It’s hard to beat the sense of accomplishment that comes from training for and finishing a full or half marathon, and for novice and experienced participants alike there is no more tangible sign of that accomplishment than a signature event shirt. With this in mind, the BMW Dallas Marathon is excited to announce Alanic Active wear as the official apparel sponsor of the 47th BMW Dallas Marathon, Half Marathon and 5-Person Relay.

As a part of the partnership, Alanic Active wear will produce participant shirts for the 2017 BMW Weekend Series 5K and 10K distances, BMW Dallas Marathon, Half Marathon and 5-Person Relay. Participants will have the choice between dual-blend tank top or short sleeve options in a variety of colors. In addition to participant shirts for each registered runner, Alanic will produce the popular long-sleeve dri-fit finisher shirts for each marathon, half marathon and relay distance participant that crosses the downtown Dallas finish line on Sunday, December 10. Alanic will also produce a finisher jacket for all participants who complete the BMW Weekend Series.

New to this year’s event, individuals have the opportunity to take on the BMW Weekend Series by completing the 5K or 10K on Saturday, December 9, and the marathon or half marathon the following day. BMW Weekend Series participants will earn the signature jacket and a bonus medal as well as other race weekend benefits.

“One of our main focuses for 2017 is continuing to enhance our participant experience. We are excited that this partnership with Alanic allows us to offer our registrants even more apparel options to commemorate their participation,” said Paul Lambert, president of the BMW Dallas Marathon.

Also, new this year, registrants have the opportunity to purchase additional participant shirts during the registration process.

“Alanic Active wear continues to expand and partner with more top-notch events across the country. This partnership with the BMW Dallas Marathon grows our footprint in Texas and gives us an opportunity to showcase our products to a new group of

participants,” said Alanic’s Senior Vice President, Johnny F. Beig.

Registration for the 2017 BMW Dallas Marathon, Half Marathon and 5-Person Relay is currently available. For additional information or to register, visit bwmdallasmarathon.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’ oldest running marathon: the BMW Dallas Marathon. Now in its 47th 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 \$3.9 million to Texas Scottish Rite Hospital for Children. For more information, visit dallasmarathon.com.

About Alanic

Alanic portfolio now extends across manufacturing industries, promotional companies and events throughout the US, Australia, Singapore and Europe. Alanic employs more than 50 people and is quickly becoming an elite player in the running, fitness and lifestyle world for apparel and merchandise.

Alanic is certainly solidifying its presence as a company who event organizers can trust to delivery an effective merchandises strategies for their events and brand activations.

Alanic is always looking to explore partnerships with similar events throughout US, Australia and the rest of the world.

For more information please visit <http://www.alanic.com>.

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