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HOKA ONE ONE Returns for Second Year as Official Footwear Partner of 2017 BMW Dallas Marathon, Half Marathon and SMU Cox School of Business Relay

DALLAS (June 13, 2017) — Starting off on the right foot, the BMW Dallas Marathon, Half Marathon and SMU Cox School of Business Relay, which opened registrations May 1, is excited to announce [HOKA ONE ONE®](#) as the official footwear partner of the 2017 race held Sunday, December 10. This is the second year that the leading designer of premium running shoes has partnered with Dallas' largest and Texas' oldest running marathon.

As a part of the partnership, HOKA ONE ONE will showcase its footwear during the two-day BMW Dallas Marathon Health and Fitness Expo, December 8-9, and will donate shoes to support Dallas Marathon community fitness programs. [HOKA ONE ONE elite athletes](#) will also be in Dallas throughout race weekend. Last year five HOKA athletes partnered with the Dallas Cowboys, Dallas Mavericks, Dallas Stars, FC Dallas and Texas Rangers to run the five-person relay, competing to raise \$10,000 for charity. In 2016, Kyle Merber lead the Texas Rangers to victory.

Since its 2009 debut, HOKA ONE ONE has rapidly expanded into the mainstream running market and has become a leader in running footwear innovation.

“As HOKA ONE ONE continues to expand its footprint in the running world, we are proud to partner with them for the second year in a row,” said Paul Lambert, President of the Dallas Marathon. “The BMW Dallas Marathon is dedicated to providing our participants with the best race experience and we are glad to work with a brand that shares that dedication by consistently bringing innovative technologies to runners and endurance athletes throughout the world.”

“HOKA ONE ONE is thrilled to partner yet again with the Dallas Marathon,” said Mike McManus, Senior Sports Marketing Manager at HOKA ONE ONE. “The race has tremendous history and this spectacular event – for runners, by runners – is a testament to a vibrant community here.”

Registration for the 2017 BMW Dallas Marathon, Half Marathon, SMU Cox School of Business Relay and BMW Weekend Series 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 the HOKA ONE ONE brand

HOKA ONE ONE® is the fastest growing premium running shoe brand in the world. Two life-long runners launched HOKA in 2009, after years spent handcrafting and shaping lightweight shoes with extra-thick midsoles. Initially embraced by ultrarunners because of their enhanced cushioning and inherent stability, HOKA now offers shoes for all types of athletes who enjoy the unique ride the shoes provide. For more information visit www.hokaoneone.com or follow @hokaoneone #hokaoneone.

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