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SMU Cox School of Business Partners with BMW Dallas Marathon, Assumes Title Sponsorship of Relays Through 2019

DALLAS (June 6, 2017)- BMW Dallas Marathon race organizers announced today that the SMU Cox School of Business (SMU Cox) has joined Texas' longest marathon as a podium level partner and will now serve as the title partner of the 5-Person Relay and Corporate Relay Challenge race day events through 2019.

The 47th running of the BMW Dallas Marathon, Half Marathon, and SMU Cox School of Business Relay – as it will be collectively known – will take place on Sunday, December 10, 2017. SMU Cox is no stranger to this event, having helped launch the Corporate Relay Challenge in 2006 and previously serving as a partner with the race through 2013.

“SMU Cox has long been a friend to the BMW Dallas Marathon and is an important fixture of the local community. We are excited to welcome them back as a title partner of our race day relay events. Their support will allow us to continue to grow participation in our 5-person relay and Corporate Relay Challenge, two events that make BMW Dallas Marathon race day a unique and rewarding experience for participants and spectators,” said Paul Lambert, president of the BMW Dallas Marathon.

“We welcome the opportunity to once again join forces with the BMW Dallas Marathon to sponsor the SMU Cox School of Business Relay. This is a partnership that makes so much sense for so many reasons. The BMW Dallas Marathon and SMU Cox are both integral to the city's identity and our focus is very much on the same target demographics. Most importantly, SMU Cox believes that getting involved in the community and encouraging our students to do the same is a key component of preparing well-rounded business leaders,” said Kevin Knox, Assistant Dean of External Relations, SMU Cox School of Business.

“All other benefits aside, the SMU Cox School of Business Relay is a great way for us to promote, and for participants to engage in, a healthy lifestyle. It's just plain good sense and fun for all concerned.”

As title partner of the relay, SMU Cox School of Business will receive branding on the Relay participant shirt, medals and signage at promotional activities. SMU Cox will also receive exclusive volunteer and participant activation opportunities throughout BMW Dallas Marathon weekend, and at additional race events including the Oncor Mayor's 5K, and BMW Dallas Marathon Social Run Series, which will take place across North Texas this fall.

The five-person relay, launched by the Dallas Marathon in 1995 has grown to include hundreds of corporate relay teams and thousands of participants. Participants in the relay categories will

follow the same 26.2-mile course as BMW Dallas Marathon participants. Team members complete 4.4 to 6.5 mile segments of the course, depending on their specific leg of the relay.

Registration for the 2017 BMW Dallas Marathon, Half Marathon and SMU Cox School of Business Relay is currently available. Relay teams may register for \$399 through August 31, with prices increasing in September. 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 SMU Cox School of Business

The Cox School of Business (smu.edu/cox), originally established in Dallas in 1920 on the campus of Southern Methodist University in Dallas, Texas, was named in honor of benefactor Edwin L. Cox in 1978. SMU Cox is a nationally and internationally ranked business school with undergraduate majors in accounting, finance, financial consulting, general business, management, marketing, real estate finance and concentrations in energy management, entrepreneurship, real estate finance, and risk management and insurance. The Cox School's Master of Business Administration (MBA) programs include Full-Time, Executive, Professional and Fast Track one-year MBAs with concentrations in accounting, finance, general business, information technology and operations management, management, marketing, real estate, and strategy and entrepreneurship, as well as Executive MBAs in general business. The Cox School also offers Master of Science (MS) degrees in accounting, business analytics (full and part-time), finance, and management; non-degree Executive Education and certificate programs; and partners with other schools on campus to offer joint MS and MBA degrees. SMU Cox maintains an active international alumni network in more than 20 countries.

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