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## **BMW Dallas Marathon Builds on Success with Announcement of New Programming for 2017**

*Second year with title partner BMW will feature additional events and race weekend challenges culminating on marathon day Sunday, December 10*

**DALLAS (April 4, 2017)** – BMW is back for year two of the iconic automaker's title partnership with the BMW Dallas Marathon, and race organizers and BMW are marking the occasion with the announcement of expanded programming leading up to BMW Dallas Marathon race weekend, December 8-10. In addition to the marathon, half-marathon and five-person marathon relay distances, in 2017 the BMW Dallas Marathon will introduce the BMW Challenge, which adds 5K and 10K races to marathon weekend.

The 2017 BMW Dallas Marathon 5K and 10K race will take place on Saturday, December 9. Individuals may register independently for the 5K or 10K, and will have the opportunity to take on the BMW Challenge by completing the 5K or 10K on Saturday and the marathon, half-marathon the following day. BMW Challenge participants will earn a bonus medal, a signature BMW Challenge jacket and other BMW Dallas Marathon race weekend benefits. The Saturday 5K and 10K races will use the same start line as the BMW Dallas Marathon, but will follow a different course featuring Dallas' iconic Margaret Hunt Hill Bridge.

"We had a phenomenal first year with BMW as our title partner. We are looking forward to expanding the partnership and our brand footprint in 2017. With the addition of the 5K and 10K races, our goal is to invite and host new participants to experience the fun and festivities of marathon weekend," said Paul Lambert, president of the BMW Dallas Marathon.

Also new in 2017 is the BMW Dallas Marathon Race Series, which will consist of five Thursday evening 5K races hosted by North Texas BMW dealerships throughout the fall. Participating dealerships include BMW of Dallas, Classic BMW Plano, BMW of Arlington, Autobahn Motorcars in Fort Worth and the new Sewell BMW of Grapevine. Local residents and professionals that work nearby are encouraged to participate in the after-work races, which serve as great team building or networking events, as well as excellent training for the five-person relay held as part of BMW Dallas Marathon weekend. The five-person relay, launched by the Dallas Marathon in 1995 has grown to include hundreds of corporate relay teams and thousands of participants. The BMW Dallas Marathon is currently seeking a title naming partner for the relay.

"This year we want to expand our reach in the local communities, working to get the BMW Dallas Marathon brand and the fall race series in front of HR departments, community groups, and running and walking enthusiasts. The opportunity to attract like-minded health and fitness advocates to partner with this year and beyond is very exciting," said Lambert.

Additional BMW Dallas Marathon Race Series details will be announced in the coming weeks. Registration for the 2017 BMW Dallas Marathon, Half Marathon and Relay, as well as the BMW Challenge 5K and 10K, will open on May 1.

The 47th running of BMW Dallas Marathon will be held on December 10, 2017. For more information on the event and community programming, visit [bmdallasmarathon.com](http://bmdallasmarathon.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 \$3.8 million to Texas Scottish Rite Hospital for Children. For more information, visit [dallasmarathon.com](http://dallasmarathon.com).

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