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San Franciscans Have a Reason to Run

The San Francisco Marathon™ non-profit makes it easy for runners to give back to the community

SAN FRANCISCO, Calif. - (May 6, 2008) - The San Francisco Marathon™ announced today that its program Cause to Run (C2R)™, a fundraising program with the goal of supporting local non-profits in their fundraising efforts has selected 18 teams to raise funds for local causes including AIDS Research, Breast Cancer Research, Brain Tumor Research, Organ Donation, Youth Running and more. Since 2003, Cause to Run has helped to raise over \$3 million dollars in charity donations. Through Cause to Run, non-profit organizations are given the tools they need to create fundraising teams in preparation for the upcoming San Francisco Marathon at no cost to them or participants. The 2008 Annual San Francisco Marathon is scheduled for Sunday, August 3.

Participants who register for any of the five San Francisco Marathon events (full marathon, two half marathons, 5K or progressive marathon) can join one of the Cause to Run teams, and fundraise for that specific cause. In comparison to other programs available, there is no cost to participate, and no minimum fundraising requirements, making it easy for participants to raise money and encourage participation.

“We live in a beautiful city that just happens to be one of the premier running destination in the world,” said Meghan Steed, Director of Cause to Run. “The San Francisco Marathon is not only 26.2 miles of beautiful scenery but a vehicle that connects us to every neighborhood it touches. Cause to Run is a great program because it makes it that much easier for people to give back to their communities while accomplishing a great feat.”



The goal of Cause to Run is to offer non-profits an opportunity to fund raise through an established event at no cost to them. This way the non-profit can focus on fundraising instead of event management. The program allows non-profits to promote causes that might not have the capital and means to create their own events to raise funds through running.

"Cause to Run has helped to raise awareness for Team Parkinson, and enabled our organization to grow in the Bay Area," said Jennifer Bugnatto, the San Francisco Bay Area chair of Team Parkinson. "We have participants that have been with us several years now after discovering us on the Cause to Run website. The exposure has lead to increased donations in our mission to find a cure for Parkinson's Disease."

The marathon has been part of the San Francisco community for the past 30 years. With Cause to Run, the marathon now offers a unique way for San Franciscans and participants from all over the world to support their favorite cause. Cause to Run encourages race entrants to support any of the marathon's 18 official charity organizations. Charitable donors can also support RunSFM Youth Outreach, or any Cause to Run charity, without entering the marathon or companion events.

"We want our program to represent the Bay Area and support locally owned and operated non-profit organizations," said Steed. "At this year's marathon we hope to surpass our goal of \$1 million and raise even more for the community."

Organizations Supported by Cause to Run include:

CA Breast Cancer Research, Charities Challenge, Ekal Marathon, Everyone Needs a Hero, Flip Flop Foundation, Karno Kids, Organs R Us, Racing Ahead, Refugee Transition, RunSFM Team, Run Against AIDS, SFCAPC Kid Runners, Shine for the Shrine, Speeders for Bleeders, Team Cathay, Team Engeye, Team Lou – Running to Defeat ALS, Team Oasis HS, WCRC, World Bridges. A complete list of organizations is available here: <http://www.runsfm.com/teams/team-categories.html>.

About Cause to Run:

The program started 4 years ago in conjunction with The San Francisco Marathon. They were approached by many small charitable organizations who wanted to organize their own running races to raise money, but the costs to organize such an event were prohibitive. In order to address this need, The San Francisco Marathon created Cause to Run. Now partnering with 18 organizations, The San



Francisco Marathon helps these organizations raise hundreds of thousands of dollars each year. More information about Cause to Run can be found here: <http://www.runsfm.com/teams/team-categories.html>

About The San Francisco Marathon™

The San Francisco Marathon enjoys success as the premier summertime marathon in the U.S. San Francisco's blend of natural beauty, big city charm, and perfect mid-summer running temperatures, make marathon running in San Francisco a truly magical experience. Race events include a full marathon, two half marathons (choose a half), 5K, and Progressive Marathon. The event's unique Cause to Run program has raised \$3 million for local non-profit organizations since 2003. For more information about the marathon, visit us online at www.runsfm.com

The 2008 San Francisco Marathon is sponsored by JetBlue, Saturn, Cytomax, Organs R Us, Headsweats, Smoothie King, and Athletic Endurance.

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