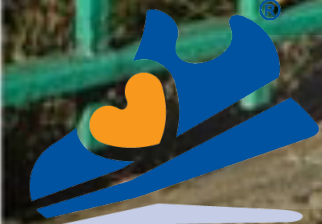




More Than Just A Running Program

Our Mission:

Marathon Kids is an evidence-based nonprofit organization dedicated to **improving the health of children** by providing them with the **motivation, tools, and support** in order to live happier, healthier lifestyles.



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Facts That Matter

There are 74 million children in the United States. The majority of them spend most of the day sitting down, with easy access to nutritionally deficient and calorie-dense foods.

Evidence confirms the link between

- 1) sedentary lifestyle and poor food choice and
- 2) the likelihood of developing a host of chronic health conditions.



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Numbers That Change Things

- Since 1980, obesity prevalence among children and adolescents has almost **tripled**.¹
- Obesity will cost the US an estimated **\$344 billion** in medical-related expenses by **2018**, about 21% of our nation's health-care spending.²



¹<http://www.cdc.gov/obesity/childhood/data.html>

²United Health Foundation, American Public Health Association and Partnership for Prevention. (2009). America's Health Rankings – 2009 edition. Minnetonka, MN: Author.

The Official Response

The US Department for Health and Human Services (HHS) and the US Presidential Challenge Program now recommend that children up to age 17 receive a daily total of:

60

minutes of moderate-to-vigorous physical activity (MVPA)³

Or

12,000 steps/day



³U.S. Department of Health and Human Services: Physical Activity Guidelines for Americans. In In Physical Activity Guidelines for Americans . Washington DC: U.S. Department of Health and Human Services; 2008.



Our Kids are Falling Short

On average, children 6- to 19-years-old walk or run:⁴

✓ Boys: **9500 steps/day**

✓ Girls: **7900 steps/day**

By comparison, Amish 6-18 years of age average over **15,000 steps/day**.⁴



⁴Tudor-Locke, Catrine, Cora L. Craig, Michael W. Beets, Sarahjane Belton, Greet M. Cardon, Scott Duncan, Yoshiro Hatano, David R. Lubans, Timothy S. Olds, Anders Raustorp, David A. Rowe, John C. Spence, Shigeho Tanaka, and Steven N. Blair. "How Many Steps/Day Are Enough? for Children and Adolescents." International Journal of Behavioral Nutrition and Physical Activity 8.1 (2011): n. pag. Web. <http://www.ijbnpa.org/content/8/1/78>.



Enter Marathon Kids



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The 26.2 Mile Challenge At A Glance

26.2 Miles to Success

K-5th grade students of all abilities and fitness levels commit to run or walk at least 26.2 miles in $\frac{1}{4}$ to $\frac{1}{2}$ mile increments, in 15 weeks or less.

- ✓ **Embedded** in schools, community-based organizations, and churches
- ✓ Implemented by **Program Champions** (adult leaders and teachers in these communities)
- ✓ **Provides children with up to 30% of the daily steps they need**, each day they participate in Marathon Kids



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Our Track Record

- ✓ Since **1995**, more than **1.6 million** students have completed the 26.2 Mile Challenge, many of them completing **multiple marathons** over the course of the program.
- ✓ Over **85%** of participating schools come back to run with us again the next year.
- ✓ Some of our strongest supporters include **sponsors** that have been with us for more than **10 years**.



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Studies Show...

Studies conducted by the University of Texas School of Public Health show that children who participate in Marathon Kids' programs show a significant improvement in 3 key areas:

- ✓ **More habitual minutes of daily exercise**
- ✓ **Improved athletic self-perception**
- ✓ **Increased fruit and veggie consumption**

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We are Evidence-Based and Evolving

These evaluations inform the evolution of our program. We now provide a **comprehensive guidebook** to Program Champions with all the support they need to implement the program with success.

The core of our program relies upon:

- ✓ **SOCIAL SUPPORT:** engaging the larger community
- ✓ **GROUP TRACKING:** creating accountability and making progress visible
- ✓ **INCENTIVIZATION:** fostering healthy behavior adoption through rewards



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Happy & Healthy

Marathon Kids rewards healthy behavior.

- ✓ Children love using our **Mileage and Fuel Log** to track their miles and complete their Checklist of Healthy Eating
- ✓ Groups and classes frequently compete for top performer within their community, creating a **Race towards Health**

marathonKIDS®
MOVING. EATING. GROWING. TOGETHER.

Student Name: _____
Grade: _____
Classroom Teacher: _____

www.marathonkids.org

Fuel Log
Start a marathon of healthy eating!
Color in the square after you eat each healthy food.
Once they're all colored in, keep up the healthy eating habits!

1	I ATE AN APPLE	
2	I ATE WATERMELON	
3	I ATE SQUASH	
4	I ATE TOMATOES	
5	I ATE EGGPLANT	
6	I ATE CANTALOUPE	
7	I ATE AN ORANGE	
8	I DRANK 3 GLASSES OF WATER	
9	I ATE CUCUMBERS	
10	I CHOSE FRUIT OVER CANDY	
11	I ATE FOUR VEGGIES	
12	I ATE GRAPES	
13	I ATE ONIONS	
14	I ATE MANGOS	
15	I ATE BANANAS	
16	I ATE CARROTS	
17	I ATE BEANS	
18	I CHOSE WATER OVER SODA	
19	I ATE PEAS	
20	I ATE A SALAD	
21	I ATE PEACHES	
22	I ATE PEARS	
23	I ATE GREEN BEANS	
24	I ATE POTATOES	
25	I ATE PUMPKIN	
26	I ATE FIVE FRUITS & VEGGIES	
26.2	I ATE A WHOLE GRAIN SNACK	

Mileage Log
Color in a piece of a circle every time you run or walk a 1/4 of a mile.
When you have finished coloring each circle, you will have gone 26.2 miles, A WHOLE MARATHON!

MarathonKids® is presented to you by:

BlueCross BlueShield of Texas

←START
KICK OFF CEREMONY
Date: _____

←FINISH
FINISHER MEDAL CELEBRATION
Date: _____

Parent / Guardian or Teacher signature: _____
Email address of parent: _____





Marathon Families

We bring the 26.2 Mile Challenge home with **Marathon Families**, supporting a healthy lifestyle for the whole family as they track their progress **together.**

“We see many examples of the Marathon Kids in our stores, asking their parents to make healthier choices.” -**Karen Lukin**,
Community Relations Coordinator for Whole Foods Market Dallas

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Corporate Sponsorship

Marathon Kids offers a wide variety of team engagement, workplace wellness, community visibility and multi-level branding opportunities in multiple markets:

- ✓ **Austin**
- ✓ **Baltimore**
- ✓ **Dallas**
- ✓ **El Paso**
- ✓ **Houston**
- ✓ **Los Angeles**
- ✓ **Rio Grande Valley**



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Investing Locally

Our “**Game Changers**” Go Deep: choosing individual schools to support

- ✓ Directly impact the lives of of young children in the communities you serve
- ✓ Gain access and visibility within schools through **exclusive School Visits** and branded Marathon Kids **School Signs**
- ✓ Define and enhance your local philanthropic identity



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Team Engagement

Rewards and inspire your team with our volunteer opportunities at school visits and community-wide Kick Off and Finisher Medal Celebrations.

- Appear at pep rallies or assemblies at the schools that you sponsor
- Bring your team and mascot to run with the kids
- Inspiring volunteer opportunities for teams of every size at our stadium events



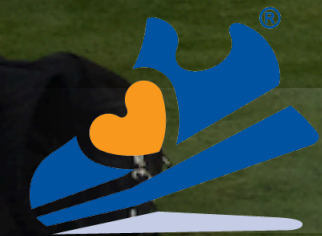
More than just a running program



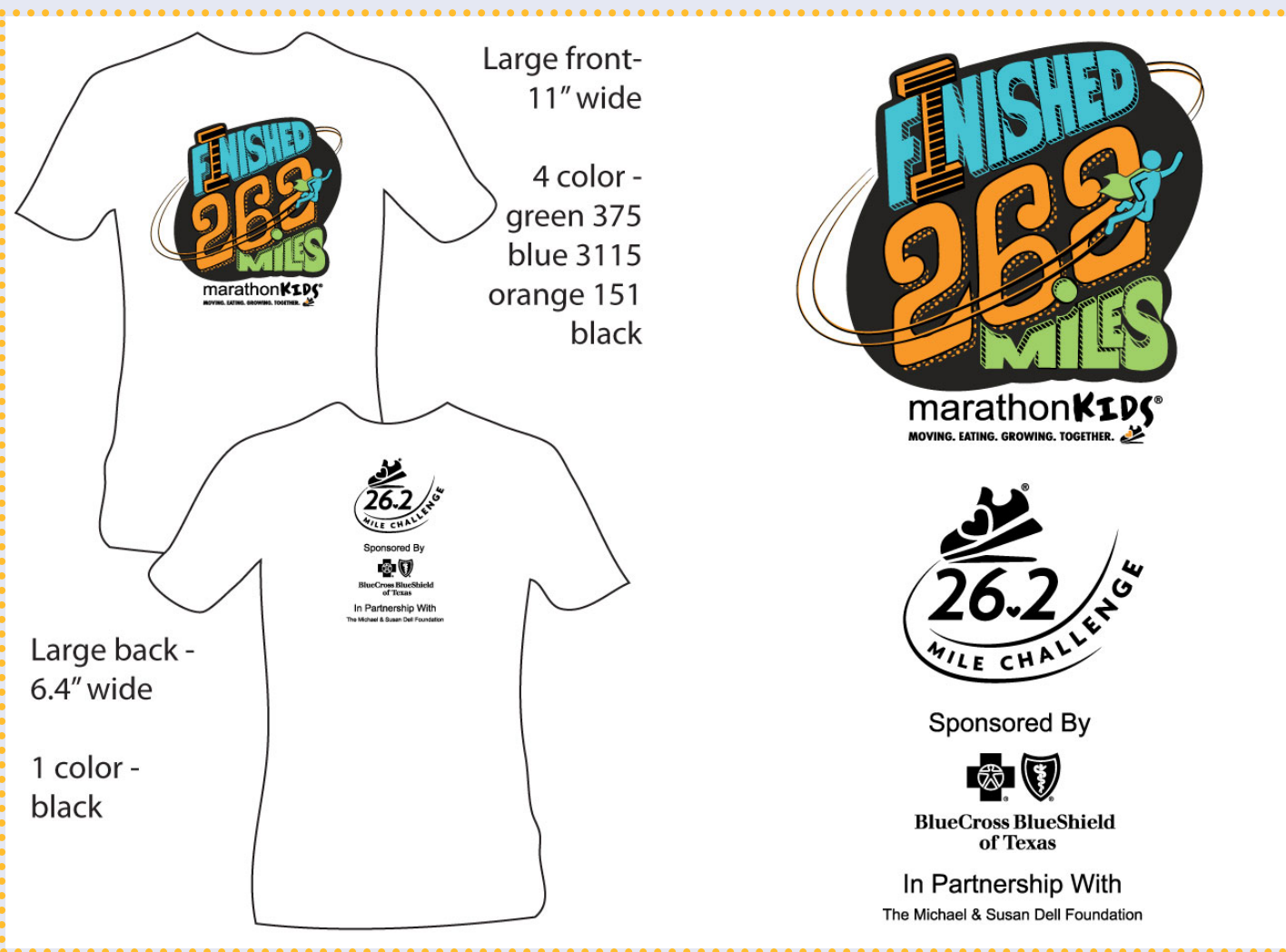
Workplace Wellness

Our sponsors can join in the 26.2 Mile Challenge as teams and bring the success of our program into the workplace.

- ✓ Foster workplace wellness and support a healthy, active team
- ✓ Use the same proven-effective methods for tracking, social support and incentivization that work with our kids
- ✓ Individuals can RUN on behalf of Marathon Kids in one of THREE Marathons – **Austin, Los Angeles or Houston!**



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A Lasting Impression

- ✓ We brand **Finisher Shirts** for children, **Champion and Volunteer Shirts**, **Water Bottles**, **Medals**, all digital communications and our **program guidebook**.
- ✓ Sponsors are featured on our **website** and local **press releases**.

Thank You to Our Sponsors



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Valuable Partnerships, Meaningful Engagement

Miki Woodard, VP of Philanthropy for jcpenny:

“serving... 300,000 children each year, Marathon Kids has long been a leader in fighting the growing childhood obesity rates in this country. We are thrilled that our contribution will help to provide more children access to Marathon Kids’ innovative fitness and nutrition programs that teach children how to be healthy and active.”



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Shared Values means Shared Value

“We are thrilled to support Marathon Kids – an amazing organization that **shares our core values** around **health, wellness** and **community**! ...[It] is so special for our Team Members and their families and we couldn't be happier to cheer them on along the way.”

Rachel Malish, Community Relations Coordinator, Whole Foods Market Austin



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Local Impact. National Reach!
Click to read all about us.



El Paso Times



KVUE Austin



CBS Baltimore



Prevention Magazine



CBS LA

Invest In The Health of America

Marathon Kids is a thought-leader in our space.

- ✓ We set the standard for simple, effective programming with lasting results
- ✓ We solve tomorrow's problems, today
- ✓ Join us, and let's give every child a fair run at health



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#CHOOSETOMOVE

A Life-Changing Opportunity



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