



About The New Jersey Marathon:

From less than 1,000 person race in 1997 to more than 12,000 expected participants in 2012, the New Jersey Marathon and Long Branch Half Marathon has become one of the most entertaining, exhilarating and energetic road races in the state. About 73% of the participants come from New Jersey's 21 counties, with the remaining athletes representing almost every U.S. state and territory and 25+ different countries, making this the running destination event of the year in New Jersey! The weekend is overflowing with entertainment and activities for the whole family and shouldn't be missed.

Each year, more and more runners come to experience a world class event produced by US Road Sports & Entertainment of New Jersey (USRS – NJ). USRS is also responsible for a growing number of world class events such as the Chicago Half Marathon, ING Miami Marathon and Half Marathon®, Publix Georgia Marathon®, First Watch Sarasota Half Marathon, Publix Escape to Miami Triathlon, as well as the nationwide 13.1 Series of Half Marathons. The company and its events have experienced tremendous growth by focusing on details and runner feedback to provide a unique and enjoyable running experience. From the spinning medals to the well-staffed fluid stations, no detail is seen as too small, it all adds up to make race day perfect.

The event prides itself as athlete and charity friendly. With a flat, fast course, numerous aid stations, and a supportive mindset, our races are considered to be a great 'First Timer' marathon and half marathon for all athletes (runners, walkers and athletes with disabilities).

5 reasons to run, walk or roll at The New Jersey Marathon:

1. A flat, fast and friendly course for experienced racers and first timers, with scenic views and entertainment.
2. Generally cool spring temperatures and ocean breezes.
3. The half marathons use the same course while the full marathon extends into 5 additional Shore Communities.
4. Great support from the spectators, volunteers and the residents of 8 Jersey Shore towns.
5. Experience one of "8 Spectacular Waterfront Race Destinations", as reported by Fitbe.com

Charities + Running = Increasing Fundraising Dollars

As running and walking experience a major boom in activity, the concept of running for a cause is also gaining significant attention and growth. The New Jersey Marathon and Long Branch Half Marathon is proud to work with charities, and appreciates the integral role fundraising for charities plays in drawing new runners and promoting the sport. The opportunity to raise funds through running events provides a great avenue for charities to cut through the competitive world of fund raising. Cause related running/walking has been taken to extraordinary heights in recent years. For example the London Marathon has 76% of its field taking part to raise money for different charities and raised over \$200 million for charity since 1981. The New Jersey Marathon and Long Branch Half Marathon has been the vehicle for our Charity Affiliates to raise over 10 million dollars during the last 8 years.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead

Participants find that the struggles of training and running a marathon relate to those of an individual who has fought or is fighting a disease. Participants will view themselves as heroes on marathon day when they cross the finish line having raised money for a cause they feel especially close to.

Running has evolved into a sport that encourages completion versus competition. There are many sources that can help with the training and encouraging your charity runner to complete the challenge of finishing the marathon or half marathon. The goal is to get them started so they can get going!



How does the fundraising work?

There are a number of creative and functional ways you can make the fundraising effort tremendously successful for your charity. The most common and effective way is by setting up a fundraising pledge program where runners collect pledges and donations based on the completion of their race and the impact of the charity on the athlete and donor. As the charity, you would obtain the race entry on behalf of the individual (at a certain value), and the individual in turn raises a minimum of "X dollars" for your charity to earn that entry to the marathon or half marathon or relay. As an example, charities tend to ask for pledges ranging from a minimum of \$300 up to \$2,500. Depending on the minimum pledge, charities create packages that include travel arrangements (hotels, airfare, etc.), shirts, pre and post-race meals, and training/coaching programs. Each charity has the option to develop a program according to your goals, resources and expected participants. We can help provide you with ideas and opportunities, but the implementation and collection of the fundraising program is up to the charity and its participants.

How do runners find out that the charity is affiliated with The New Jersey Marathon?

Recruiting participants to raise funds is generally done through the charity's communication channels and database of contacts. However, we will promote your charity through our website and direct interested runners to research our partner charities or those who support causes they may have a specific interest in.

If you need additional help, Active Giving manages corporate teams that are participating in sporting events, like the The New Jersey Marathon, while raising money for a cause. Active Giving specializes in maximizing corporate participation and fundraising.

To find out more, go to <http://www.active.com/activegiving/>.

A few of the various Charities affiliated with the event:

- Leukemia & Lymphoma Society (TNT)
- American Cancer Society - DetermiNation
- American Red Cross
- The LADACIN Network
- The Wellness Community
- The Kortney Rose Foundation
- Autism Family Times
- Kick Cancer Overboard
- Breast Friends Forever
- Push to Walk
- Cure CMD
- Turner Syndrome Foundation
- Running On Love
- Thyroid, Head & Neck Cancer Foundation
- ASLAN Youth Ministries
- Camp Abilities, PA
- Central NJ Brain Tumor Support Group
- Love Without Boundaries
- Family Promise of Monmouth County
- Healing the Children - NJ

