



BRAND INNOVATION, INC.

PRESS RELEASE

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***MARATHON & BEYOND* to publish book commemorating 110th running of Boston Marathon.**

- ***Boston Marathon & Beyond* to feature articles and photos from race's history.**
- **Officially licensed by Boston Athletic Association and presented by adidas.**

CHAMPAIGN, IL – December 4, 2005: *Marathon & Beyond* magazine announced the forthcoming release of a special edition, *Boston Marathon & Beyond*, commemorating the 110th running of the Boston Marathon. The announcement was made by Jan Colarusso Seeley, *Marathon & Beyond* publisher, in conjunction with the Boston Athletic Association and adidas, presenting sponsor of the book.

“We believe that this keepsake book will not only celebrate our race’s rich history dating back to 1897, but also convey its continued preeminence in the sport,” said Guy Morse, Executive Director of the B.A.A., which has officially licensed the book.

The 200-page, 4-color book, edited by noted running author and *Marathon & Beyond* editor Richard Benyo, contains articles by Hal Higdon, Roger Robinson, Kathrine Switzer, Tom Derderian, and others. The book will also feature a double gatefold cover, measuring 9 inches tall by 17 inches wide, painted by acclaimed artist Andy Yelenak. “We regard the Boston Marathon as the wellspring from which all other marathons take their refreshment. This special edition is a perfect opportunity to put a little Boston literary refreshment into the hands of serious marathoners,” said Benyo.

In announcing the adidas sponsorship, Ashley Williams, adidas brand marketing manager, said, “We’re delighted to align with other leaders in this sport like the B.A.A. and *Marathon & Beyond* magazine. In fact, it is another way for us to connect with runners who are passionate about their sport. Our brand of footwear and apparel are often inseparably linked to a runner’s aspirations. So when we read the inspirational stories in this book, we were excited to help present it through our sponsorship.”

Featured articles in the commemorative book include

- “The Lure—and Lore—of Boston” by Richard Benyo (a not-so-short history of Boston & why it is marathon’s Mecca)
- “The Genesis of Boston” by Tom Derderian (the first Boston Marathon—how it came to be and how the first race went)
- “Boston Lite” by Scott Hubbard (every Boston Marathon in 25 words or less)

- “John A. Kelley” by Richard Benyo (the grand master of Boston came up the hard way)
- “The Deed is Done” by John J. Kelley (John J. Kelley’s 1957 win at Boston)
- “Masters at Boston” by Roger Robinson (the pioneering efforts of masters runners at Boston)
- “Women at Boston” by Kathrine Switzer (from out of the bushes to the lead pack: a history)
- “The Epiphany” by Tito Morales (the spirit of the Boston Marathon waits to infuse the first-timer)
- “The 10 Best Boston Finishes of All Time” (a stellar panel picks the 10 best Boston finales)
- “‘Duel in the Sun’ Revisited” by Hal Higdon (uncut, long version of Higdon’s feature on Salazar and Beardsley from his book, *Boston: A Century of Running*. Half of this epic article will appear in this special issue; the balance to appear in the May/June 2006 issue of *Marathon & Beyond*.)

Boston Marathon & Beyond will also feature a gallery of current and archival photos from the collections of Ed Kozloff, Jeff Johnson, Andy Yelenak, Victor Sailer and the B.A.A.

The back of the book will contain a Boston Marathon Resource Guide that presents all in one place B.A.A. contact info, best Boston Marathon books, important Web sites dealing with Boston, media coverage, videos, museums, exhibits, and more.

Boston Marathon & Beyond will be distributed to all 2006 Boston Marathon race entrants, along with *Marathon & Beyond* subscribers. In addition, it will be available for purchase by past Boston Marathon entrants and through bookstores and retail running stores.

More information is available at www.marathonandbeyond.com/boston2006/

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About the B.A.A.

Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of managing athletic events and promoting a healthy lifestyle through sports, especially running. The B.A.A.’s Boston Marathon is the world’s oldest annual marathon, and the organization manages other local events and supports comprehensive charity, youth, and year-round running programs.

About adidas

adidas is a global designer, developer, and marketer of athletic footwear, apparel, and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas-Salomon Group, a corporation that includes sports brands Salomon, TaylorMade, Bonfire and Mavic.

About *Marathon & Beyond*

Marathon & Beyond is an international, bimonthly magazine dedicated to long distance running. Every *Marathon & Beyond* subscriber is a marathoner and/or ultrarunner (or wannabe) who runs or walks several long-distance races a year. Readers range from novices to seasoned veterans and everything in between. Magazine subscribers live in all 50 states, all provinces of Canada, more than a dozen European countries, Australia, and New Zealand, as well as places like Africa, Malaysia, Hong Kong, Singapore, and Iceland. In general, *M&B* readers fit the documented demographic profile of runners: they are well-educated, well-read, like to travel to races, and invest heavily in their gear.