

Livestrong, Austin Marathon to continue partnership

Austin Business Journal by Sandra Zaragoza, Staff Writer

Date: Thursday, December 15, 2011, 12:39pm CST

Sandra Zaragoza

Staff Writer - *Austin Business Journal*

Austin-based [Livestrong](#) has extended its partnership with the Austin Marathon and Half Marathon for another 10 years.

Over the next decade, that partnership is projected to bring \$120 million to Austin. The 2012 Austin Marathon and Half Marathon is taking place on Feb. 19.

The nonprofit's relationship with the marathon began last year.

"We have an opportunity to create an even more competitive and attractive marathon for our runners while we extend the Livestrong and Austin Marathon brands at both the local and international levels. If you thought last year's event was good, just wait until Feb. 19," said [John Conley](#), race director for the Livestrong Austin Marathon and Half Marathon.

Since its inception in 1992, the Austin Marathon and Half Marathon has generated more than \$150 million for the local Austin economy, and \$6 million for Austin nonprofits.

Livestrong Chairman and Founder [Lance Armstrong](#) will be participating in the Austin Marathon again this year.

"This is a great race with a challenging course and an even bigger purpose — raising funds and awareness for cancer. I am especially proud to run with so many of my fellow cancer survivors who are showing this disease who's boss by not just surviving, but thriving in the wake of adversity," Armstrong said.

The event's goal for the next decade remains focused on building community, promoting health and fitness, and raising money for both local and national charities.

Livestrong was founded in 1997.