

LiveStrong extends marathon partnership until 2020

By **Pam LeBlanc** | Thursday, December 15, 2011, 03:48 PM

It looks like the LiveStrong — Austin Marathon relationship is going to stick.

LiveStrong officials announced today that they have extended their partnership with the Austin Marathon and Half Marathon until 2020.

LiveStrong, the non-profit organization founded by seven-time Tour de France champion Lance Armstrong to help people living with cancer, teamed up with the marathon for the first time last year, adding its name to a race that's been staged in Austin since 1992.

Race director John Conley says the partnership means more local and international interest — and thus a higher level of competition — for the race, which is now the 23rd largest marathon in the United States.

LiveStrong officials say the partnership will drive \$120 million into the Austin economy over the 10-year partnership.

“We think it’s an awesome event and so much more than just a race,” says Doug Ulman, president of LiveStrong. “It’s something that will drive economic development and philanthropy for the city and we’re thrilled about it.”

In 2011, 500 runners participated in the event as part of Team LiveStrong, raising donations for foundation as they ran. The program raised a collective \$350,000 for LiveStrong.

“We expect that number to continue to grow every year,” Ulman said. “It’s not out of the realm of possibilities that we raise \$500,000 to \$1 million every year.”

Since its inception, the race has generated more than \$6 million for other Austin non-profits, much of it through its 26 Miles for 26 Charities program. Through that program, representatives of Central Texas non-profit organizations man water stops along the race route and earn proceeds raised by charity runners participating in the race.

Charities participating in the 26 Miles program in 2012 are ACTIVE Life Movement; Blue Dog Rescue; Boys & Girls Club of the Austin Area; Capital of Texas Team Survivor; Caring Family Network; Catholic Charities of Central Texas; Colin’s Hope; Con MI MADRE; Crohn’s and Colitis Foundation of America; CureDuchenne; Girls on the Run of Austin; Hand to Hold; Hill Country Conservancy; LIVESTRONG; Manos de Cristo; Odyssey School; Pancreatic Cancer Action Network; Ronald McDonald House Charities of Austin and Central Texas; Round Rock school district’s Project Graduation 5K; Seton Southwest Hospital; Spirit Reins; Superhero Kids; Susan G. Komen Marathon for the Cure benefiting Komen Austin; Sustainable Food Center; Team Spiridon; and The University of Texas at Austin Butler School of Music.

LiveStrong has no current plans to partner with any other marathons, Ulman says, adding that the concept has strong potential.

If you’re running this year, take a close look around.

Armstrong plans to run again in 2012, although he hasn’t said if he’ll be doing the marathon or half marathon. Ulman will serve as pace setter for the 4-hour group.

This year’s LiveStrong Austin Marathon and Half Marathon is set for Feb. 19. Registration is open [here](#).