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Tuesday, June 8, 2010, 12:30pm CDT

# Livestrong inks three-year Austin marathon sponsorship deal

Austin Business Journal

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**Livestrong** has signed on to become a three-year title sponsor for the **Austin Marathon & Half Marathon**.

The Austin Marathon, which will celebrate its 20th year in 2011, has generated more than \$90 million for the local Austin economy and \$6 million for Austin nonprofits.

“Livestrong’s sponsorship of the Austin Marathon is consistent with our commitment to helping people live healthy lives,” said Doug Ulman, Livestrong president and CEO.

“We look forward to the opportunity to inspire and

empower even more people affected by cancer through this important event in the city we are so proud to call home. Our investment in the marathon is just one way Livestrong is furthering the fight against cancer.”

The charities that will benefit from the 2011 race represent the areas of animal rights, education, environment, health care, fitness and social services.

Founded by champion cyclist Lance Armstrong, Austin-based Livestrong provides funding and educational resources to fight against cancer.

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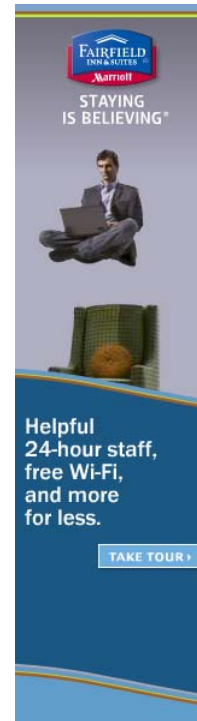
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