



PRESS RELEASE

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Contact: Pete Woody
(804) 285-9495 x237

Sports Backers, Markel announce multi-year partnership for Markel Richmond Half Marathon

New title sponsor now in place for November 11 race

RICHMOND, VA – Sports Backers today announced a new three-year partnership with Markel, making the Richmond-based insurance provider the new title sponsor of the [Markel Richmond Half Marathon](#). The race, now in its 10th year, is part of the Anthem Richmond Marathon weekend on November 11, which also features the VCU Health 8k.



“Markel is excited to be partnering with Sports Backers and sponsoring the Half Marathon. Charitable giving and supporting our communities are core values at Markel,” said Anne Waleski, Executive Vice President and CFO of Markel. “We are proud to call Richmond home and to join with our associates in contributing to the athletic and cultural events that make living in RVA unique and special.”

With street art and neighborhood block parties, historic architecture and beautiful parks, the Markel Richmond Half Marathon race route treats runners to a unique and unforgettable tour of RVA that ends with a scenic finish line and post-race party on the riverfront at Brown’s Island.

Known as ‘America’s Friendliest Marathon’ and celebrating its 40th anniversary in 2017, the Anthem Richmond Marathon and companion races make up one of the most anticipated weekends in the Richmond region and annually draw participants from all 50 states and dozens of countries around the world. The energy and vibrant atmosphere throughout the course and at the post-race party create a celebration of Richmond’s active lifestyle and commitment to healthy living and physical activity.

Marathon and Half Marathon Price Increase Set for April 1

Registration for the 40th anniversary running of the Anthem Richmond Marathon, as well as the Markel Richmond Half Marathon and VCU Health 8k, is currently open, with a price increase set for April 1 for the marathon and half marathon. Marathon entry is currently \$85, half marathon entry is \$75, and 8k registration is \$30. On April 1, rates will go up to \$95 for the marathon and \$85 for the half marathon. Every participant in the marathon, half marathon, and 8k receives an official long sleeve technical race shirt, a custom medal at the finish line, a ruby red stainless steel finisher cup, and is admitted to a special post-race celebration with plenty of free food and drink. More information and online registration can be found at www.richmondmarathon.org.



Virginia Tourism Corporation Awards Grant to Anthem Richmond Marathon

The Anthem Richmond Marathon was recently awarded a \$25,000 grant from the Virginia Tourism Corporation Marketing Leverage Program, as announced by Governor Terry McAuliffe. The grants are designed to help local and regional tourism entities attract more visitors by leveraging local marketing dollars, and the VTC Marketing Leverage Program is designed to stimulate new tourism marketing through partnerships, resulting in increased visitor spending. In total VTC awarded more than \$772,000 for 62 tourism-related marketing projects across the state to help increase visitation and revenue for Virginia's localities through tourism.

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About Markel Corporation

Markel Corporation is a diverse financial holding company serving a variety of niche markets. The Company's principal business markets and underwrites specialty insurance products. In each of the Company's businesses, it seeks to provide quality products and excellent customer service so that it can be a market leader. The financial goals of the Company are to earn consistent underwriting and operating profits and superior investment returns to build shareholder value. Visit Markel Corporation on the web at www.markelcorp.com.

About Sports Backers

With a key message of Let's Go, RVA, the mission of Sports Backers is to inspire people from all corners of our community to live actively. A non-profit organization, Sports Backers is dedicated to producing nationally recognized quality sporting events and programs that motivate residents and visitors alike to be more active, supporting youth running and fitness programs, and advocating for safe and connected networks of bike and pedestrian infrastructure. Learn more at www.sportsbackers.org.