



PRESS RELEASE

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Sports Backers, Allianz Partners announce multi-year partnership for Allianz Partners 8k

New title sponsor also announced for Marathon Jr. event on Oct. 26

RICHMOND, VA – Sports Backers today announced a new multi-year partnership with Henrico-based [Allianz Partners](#), making the consumer specialty insurance provider the new title sponsor of the Allianz Partners 8k. The race, now in its 12th year, is part of the [VCU Health Richmond Marathon](#) weekend on November 16, which also features the Markel Richmond Half Marathon.

The 8k title sponsorship is a continuation of the partnership between Sports Backers and Allianz Partners that has seen Allianz Partners serve as a sponsor for various other Sports Backers events, including the Ukrop's Monument Avenue 10k and Anthem Corporate Run. With a large corporate and community presence in Richmond, Allianz Partners believes in staying active throughout the region in a variety of ways and providing engagement, volunteer, and active living opportunities for their associates and their families. Their sponsorship of the Allianz Partners 8k will help support those efforts.

"We're thrilled to sponsor the Allianz Partners 8k and help bring this terrific event to the people of Richmond," said Mike Nelson, CEO of Global Travel Insurance at Allianz Partners. "We believe in promoting an active, healthy lifestyle among our associates and we appreciate the opportunity to partner with Sports Backers to help create a wonderful weekend of fun and fitness."

The Allianz Partners 8k starts at the intersection of 8th Street and Broad Street and leads participants through some of Richmond's most historic neighborhoods, as well as the heart of the VCU academic campus, before ending with a downhill finish with views of Brown's Island and the James River. It is a great event for walkers and runners of all skill and experience levels.

Known as 'American's Friendliest Marathon' and celebrating its 42nd running in 2019, the VCU Health 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. Registration for the races is available at www.richmondmarathon.org.

kaléo Marathon Jr. Youth Running Event to be Held Oct. 26

Sports Backers and kaléo have also developed a new partnership making the pharmaceutical company the title sponsor of the kaléo Marathon Jr. on Saturday, October 26, at Byrd Park. Registration is now open and 2019 marks the seventh year of the event, a past winner of Running USA's 'Youth Running Event of the Year,' and the first with kaléo as its sponsor. This year's event features a 0.5-mile course for kids age 4-7, a one-mile course for kids age 4-12, and a new two-mile course for kids age 5-14.



“kaléo is excited to sponsor the kaléo Marathon Jr. as part of our mission to provide children and families the opportunity to live healthy and active lifestyles,” said Spencer Williamson, President and Chief Executive Officer of kaléo. “As a member of our Richmond community we believe it is important to collaborate with organizations, like Sports Backers, that are also dedicated to the growth of healthy communities.”

The race festival, starting at 10:00am and running until 2:00pm, will feature a variety of activities and interactive games, including a costume contest, photo booth, face painter, arts and crafts, local mascots, and other exciting activities for participants and families. The kaléo Marathon Jr. 0.5-mile distance will begin at 12:00pm, followed by the one-miler at 12:15pm and two-miler at 12:30. Although it will be held three weeks prior, the kaléo Marathon Jr. is part of the [VCU Health Richmond Marathon weekend](#) on November 16.

[Kids Run RVA](#) will serve as the official event charity of the kaléo Marathon Jr. Kids Run RVA is an initiative of Sports Backers that reaches thousands of young people across the Richmond region [and has run clubs](#) in 76 schools and neighborhoods, including many underserved communities. Kids Run RVA gets thousands of kids moving throughout the Richmond area on a daily basis, with the goal of establishing healthy habits early in life that are critical to the long-term physical, emotional, and social development of all children. Kids Run RVA grants funds to schools in order to establish run/walk clubs throughout the Richmond region, which could include support to help schools put on their own running events as well as need-based support to help cover expenses to attend events like the kaléo Marathon Jr.

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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.

Allianz Partners

Allianz Partners (AGA Service Company) is a leading consumer specialty insurance and assistance company. We provide insurance to 40 million customers annually and are best known for our Allianz Travel Insurance plans.* In addition to travel insurance, Allianz Partners offers tuition insurance, event ticket protection, registration protection for endurance events and unique travel assistance services such as international medical assistance and concierge services. The company also serves as an outsource provider for in-bound call center services and claims administration for property and casualty insurers and credit card companies. To learn more about Allianz Travel Insurance, please visit allianztravelinsurance.com or Like us on Facebook at Facebook.com/AllianzTravelInsuranceUS.

About kaléo (kuh-LAY-oh)

Kaléo is a new type of pharmaceutical company, dedicated to building innovative solutions for serious and life-threatening medical conditions. We believe patients and caregivers are the experts on how their medical condition impacts their lives and are an integral part of our product development process. Kaléo is a privately-held company headquartered in Richmond, Virginia. For more information, visit www.kaleo.com.