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Bank of America Chicago Marathon to Help Set Opportunity in Motion for Chicago; “10-10-10: The Date to Motivate” Campaign Launches Today

Campaign honors 10 inspiring race participants whose individual efforts have a significant impact on communities in Chicago

Latest study finds nearly \$150 million generated for local economy; over \$10 million for charity

CHICAGO – Bank of America today launched a new integrated marketing campaign for the 2010 Bank of America Chicago Marathon and released results of the latest economic impact report, which found that the event generates nearly \$150 million for the local economy. Additionally, more than \$10 million is expected to be raised in connection with the 2010 event, benefitting more than 150 nonprofit organizations, the largest charity field in race history.

This year, the Bank of America Chicago Marathon takes place on a historic date – October 10, 2010. The accompanying marketing campaign, entitled “10.10.10: The Date to Motivate,” features 10 inspirational Chicago athletes, their motivations for participating, and the impact they create – not only through their involvement in the event but also through their daily contributions to the local community.

Through the campaign, Bank of America is celebrating the emotionally moving stories that come to life on race day by featuring everyday Chicagoans who represent the energy and impact of the event. Bank of America teamed up with Chicago photographer Sandro Miller to bring to life the 10 participant stories.

“Bank of America’s investment in this world-class event helps set into motion opportunity for economic growth, greater support for charitable organizations, and motivation for thousands of runners who positively influence others,” said Bank of America Illinois Market President Tim Maloney. “When combined with the impact created by individuals like the athletes being honored in this campaign, our support of the Bank of America Chicago Marathon helps make communities stronger.”

Participant-Focused Marketing Campaign

To share these real participant stories with the city of Chicago, the athletes featured in the “10.10.10: The Date to Motivate” campaign will appear throughout the communities in which they have made an impact.

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Their images and motivations for running will blanket the city – from banking centers and ATMs to airport terminals and CTA trains – to illustrate how these athletes create opportunities for others in their communities. Print and out-of-home advertising will appear in the Chicago market from August through race day. In addition, all 10 athletes will be featured on the city’s renowned mural wall along the Kennedy Expressway at North Avenue.

Among the 10 participants featured in this year’s campaign are:

Diego Gonzalez, 26, Chicago, Illinois

Volunteer and Bank of America associate who is raising money for Open Heart Magic; motivation is to bring magic and hope to patients in local children’s hospitals

Merri Lazenby, 38, Chicago, Illinois

Donated a kidney to a co-worker she had never met; motivation is to provide support for cancer patients and inspiration through community-based initiatives for others overcoming hardships

James Lilly, 40, Brookfield, Illinois

Inspirational speaker and wheelchair athlete; motivation is to educate kids about avoiding gang violence – which caused his own paralysis – and encourage other wheelchair athletes

Alan Robinson, 56, Chicago, Illinois

Disabled athlete/founder of Halo Man Foundation, which supports spinal cord injury survivors; motivation is to inspire disabled people to pursue their personal goals

Jim “Skinny” Sheahan, 64, Chicago, Illinois

Longtime Special Olympics Chicago Board Member; motivation is to give back to the Special Olympic athletes that have inspired him since his first marathon 30 years ago

“Each year, thousands of Bank of America Chicago Marathon participants use the event to raise money and awareness for deserving charities. Those charities, in turn, help make Chicago and our surrounding communities even better places to live,” said Chicago Mayor Richard M. Daley. “I’m pleased to see Bank of America honoring 10 local participants and their incredible contributions to Chicago. Similar to these athletes, the City of Chicago takes pride in hosting the Marathon because of the positive force this event continues to be for our local economy and the role it plays in stimulating local charities.”

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In conjunction with the “10-10-10: The Date to Motivate” campaign, Bank of America is encouraging participants and race fans to customize their experience at the Bank of America Chicago Marathon through an interactive voting program. Runners and race fans will have the chance to impact some of the most memorable aspects of the Bank of America Chicago Marathon including this year’s official poster design and marathon start song at www.chicagomarathon.com.

For complete information on these athletes and their stories, as well as high-resolution images of the campaign creative, visit the online press center at www.chicagomarathon.com/motivate or www.facebook.com/chicagomarathon.

Helping Set Opportunity in Motion in Chicago

Drawing participants from all 50 states, the District of Columbia and more than 100 countries, the Bank of America Chicago Marathon attracts new visitors to Chicago from all over the globe during a traditionally down period of tourism for Chicago. In fact, 23 percent of participants in the 2009 race reported that running the Marathon was the first time they had ever visited Chicago and the sole purpose for their visit. This year’s race reached the 45,000 participant capacity in a record 51 days, closing a full month ahead of 2009, indicating the event’s continued strength as a draw for visitors from around the world who will enjoy the city’s hotels, restaurants and entertainment.

Approximately 10,000 of the 45,000 registered participants for the 2010 race are raising money for more than 150 charities – record numbers of both charities benefitting from the event and athletes racing for a cause. It is estimated these runners will collectively raise more than \$10 million. The event also attracts more than 12,000 volunteers from the community to help facilitate the race each year.

In addition, the most recent report by University of Illinois at Urbana-Champaign’s Regional Economics Applications Laboratory (R.E.A.L.), which has studied the race impact on Chicagoland for several years, found that the Bank of America Chicago Marathon will contribute nearly \$150 million to the local economy.

About Bank of America Chicago Marathon

In its 33rd year and as a member of the World Marathon Majors, the 2010 Bank of America Chicago Marathon will start and finish in Chicago’s Grant Park beginning at 7:30 a.m. on Sunday, October 10. In advance of the race, a two-day Health & Fitness Expo will be held at McCormick Place October 8-9. Additional information on the race and campaign is available at chicagomarathon.com.

www.chicagomarathon.com

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