

**ATTENTION:**  
All Editors



**FOR IMMEDIATE RELEASE**

**ING MIAMI MARATHON AND HALF MARATHON WILL  
BECOME A PREMIER INTERNATIONAL EVENT WITH NEW  
TITLE SPONSOR**

**ING MIAMI MARATHON TO INTRODUCE PHYSICAL EDUCATION AND HEALTH  
AWARENESS PROGRAM FOR CHILDREN IN MIAMI-DADE**

**MIAMI (May 25, 2005)** – A storied international company will apply its successful past to the future of South Florida running as the new title sponsor of the ING Miami Marathon and Half Marathon on January 29, 2006. The announcement of ING as the title sponsor for the fastest growing race in Florida will make international waves in the running industry. This is another key step for ING in assuming presenting level status of a major running event in the U.S. (ING became the title of the ING New York City Marathon, the largest marathon in the country, in 2001). The announcement of this partnership strongly supports the ambitions of local government and event organizers to host a world class marathon with over 20,000 runners in the streets of Miami and Miami Beach within the next 5 years.

The marathon, which began in 2003, has grown into one of South Florida's biggest single-day sporting events and has become a major destination race for runners throughout the U.S. and Latin America. In three years, the race has drawn top Latin American runners and has lured 70% of participants from outside Miami-Dade County while sparking a running boom in South Florida. "We are very proud of what the marathon has accomplished in the past" says Robert Pozo, Miami Marathon Race Director, "but it is the future of this race that will have a tremendous impact locally and make the world proud of this community." PR Racing, organizer of the race, is planning several other programs in association with the marathon to establish a campaign that promotes physical education and health awareness for children in Miami-Dade County.

"We are thrilled to announce our partnership with PR Racing and the ING Miami Marathon," said Toby Hoden, Chief Marketing Officer for ING US Financial Services. "This marks another significant step in our commitment to the sport of running – and reflects our second title sponsorship of a marathon in the U.S."

Hoden continued, "Our commitment to the ING Miami Marathon also includes the ING Run For Something Better – a program funded by ING to champion running while serving the greater community in Miami-Dade County."

As part of the commitment by ING, the ING Miami Marathon will establish the ING Run for Something Better program, a public school program that will reach over 87,000 middle school students in Miami Dade County Public Schools, motivating and inspiring children to experience running and get a feel for participating in a sports event like a marathon. The privately funded program encourages children to lead active and healthy lifestyles while engaging them in a goal oriented program. Participating students will have the opportunity to run "The Final Mile" on the morning of the ING Miami Marathon. Every student who participated in the ING Run for Something Better will have the opportunity to run on the same course as 10,000 international marathon runners in a special kid's race.

“Picture a couple thousand 10-14 year olds coming across the finish line with bright smiles and shiny medals around their necks,” says Pozo. “It will be the ultimate picture of triumph, happiness, and accomplishment, and the ING Miami Marathon is proud to provide that opportunity to our children.”

“The marathon’s goal is to promote wellness in the community,” says Pozo. “By starting with our children, we can inspire their parents, teachers and siblings to help make Miami-Dade a healthier place to live.” The ING Run for Something Better program will recognize teachers that take part as coaches or volunteers by providing them with free entry into the ING Miami Marathon and Half Marathon.

ING Miami Marathon Race Weekend will take place on January 27-29 2006, with a full schedule of events for beginning and expert runners, kids and the rest of the family. The 4<sup>th</sup> annual weekend of events including the 2<sup>nd</sup> Tropical 5K benefiting Community Partnership for Homeless, will draw over 12,000 runners and walkers. Additionally, over 25,000 people will attend the Blue Cross and Blue Shield of Florida Health and Fitness Expo which is free and open to the public the weekend of the race.

The ING Miami Marathon and Half Marathon is at 6 a.m. on Sunday, January 29, 2006.

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**ABOUT ING**

*ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 60 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce of over 113,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.*

*In the U.S., the ING family of companies offer a comprehensive array of financial services to retail and institutional clients which include life insurance, retirement plans, mutual funds, managed accounts, alternative investments, direct banking, institutional investment management, annuities, employee benefits, financial planning, and reinsurance. ING holds top-tier rankings in key U.S. markets and serves over 14 million customers across the nation. For more information, visit [www.ing.com](http://www.ing.com)*

**ABOUT PR Racing**

*PR Racing is a Miami based Health and Fitness Event Management Company devoted providing awareness to the community for improved and healthier lifestyles. As the producers of the Miami Marathon and Half Marathon and Escape to Miami Triathlon, PR Racing has established world class destination events that draw thousands of international participants to Miami-Dade County on an annual basis. PR Racing prides itself in creating opportunities for their own city and all of their neighbors to live healthier and happier through the production of fitness events.*

**ABOUT ING Miami Marathon**

*The ING Miami Marathon and Half Marathon is the premier running event in South Florida. The race creates awareness for healthy lifestyles in the local community. The 4<sup>th</sup> annual race runs on January 29, 2006 with over 10,000 runners and walkers expected to be in Miami, Miami Beach, and Miami-Dade County. The event has created an estimated \$35 million economic impact on the surrounding community. For more information, visit [www.ingmiamimarathon.com](http://www.ingmiamimarathon.com) or call 305-278-8668.*

**ABOUT ING Run For Something Better**

*Running, as a sport, reflects the many of ING's core values such as challenging limits, long-term vision and doing things differently. The ING RUN for Something Better program reflects ING's desire to support and enhance the sport of running in a way that will positively affect people across age groups in multiple communities. A collaborative program, it is also intended to further advance PR Racing's efforts to promote health and fitness, and is expected to have a visible impact on the local community in Greater Miami.*

*Full details on the ING Run for Something Better program will be announced this summer, but both ING and PR Racing indicate that the effort is shaping up to focus on middle school students. It is anticipated that the program will be developed in collaboration with the Miami Dade County School system as an optional element for physical education classes- highlighted by a chance for hundreds of 10-14 year-old kids to choose to participate and run the final mile of the ING Miami Marathon on January 29. ING and PR Racing anticipate the innovative nature of the fitness program will culminate in hundreds of kids having a special opportunity to run "The Final Mile" of the Race- crossing the finish line and earning a medal from the ING Miami Marathon.*

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