



# Press Release

For Immediate Release

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## **GEICO to Sponsor Inaugural Marine Corps Historic Half and MCM Event Series**

*New Partnership Includes Branding of Opening Ceremonies as the "15-Minute Countdown"*

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**QUANTICO, VA** - The Marine Corps Marathon announced today a new partnership which will recognize GEICO (Government Employees Insurance Company) as a presenting sponsor of the inaugural Marine Corps Historic Half (MCHH), to be held May 18, 2008 in Fredericksburg, VA, and the MCM Event Series, held March through November aboard Marine Corps Base Quantico, which features four races at a variety of distances.

"Our roots were planted in the Military in 1936," said Mike Baker, Director GEICO Military Department. "We are proud and honored to be a part of another piece of Marine Corps history, this first ever Marine Corps Historic Half. SEMPER FI!"

The "GEICO 15-Minute Countdown" for both the MCHH and the MCM Event Series begins 15 minutes prior to the start of each event, and includes the national anthem sung by area performers, as well as last minute instructions, warm ups, music and more! Geico will also provide the pace car for the MCHH, which leads runners through the 13.1 mile course and GEICO's famous Gecko will join Miles, the MCM Mascot, for race weekend appearances.

"We are proud to welcome GEICO as a sponsor of the inaugural Marine Corps Historic Half and the brand new MCM Event Series," said Rick Nealis, race director. "Their creative and innovative campaigns have made them a leader in the Washington D.C. region and an important neighbor in the Fredericksburg community."

In addition to GEICO, the MCHH is sponsored by Aetna, New Balance, the University of Mary Washington, Mary Washington Hospital and Marine Federal Credit Union.

**About GEICO:** GEICO (Government Employees Insurance Company) is the fourth-largest private passenger auto insurer in the United States. It provides auto insurance coverage for more than 8 million policyholders and insures more than 13 million vehicles. In addition to auto insurance, GEICO offers customers insurance products for their motorcycles, all-terrain vehicles (ATV's), boats, homes, apartments and mobile homes. Personal umbrella protection and life insurance are also available. As a member of the Berkshire Hathaway group of companies, GEICO is rated A++ for financial stability by A.M. Best Company and ranks at the top of several national customer satisfaction surveys. For more information, go to [www.geico.com](http://www.geico.com).

**About the Marine Corps Historic Half:** The Inaugural Marine Corps Historic Half will be held on May 18, 2008 in Fredericksburg, VA and is the first time in MCM history that the organization will hold a running event outside of traditional race weekend. Founded in 1976, Marine Corps Marathon is currently the 4th largest marathon in the US and the 7th largest marathon in the world. Known for a commitment to excellence and impeccable organization, the Marine Corps Marathon brings 32 years of planning experience to the creation of a new running event. No federal or Marine Corps endorsement implied.

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**About the MCM Event Series:** The new MCM Event Series invites runners and fitness enthusiasts to participate in a range of race experiences. The Event Series, sponsored by GEICO and Marine Federal Credit Union, includes the Butler Relay, a 10K relay race; Run Amuck, a 5K course featuring a variety of obstacles; RunStock, a 5K race followed by a live concert; and the Turkey Trot, a traditional 10K race complete with a turkey for the winner.

*For media information, contact Beth Johnson, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or [Elizabeth.Johnson1@usmc.mil](mailto:Elizabeth.Johnson1@usmc.mil).*

Marine Corps Historic Half

• May 18, 2008

• [www.marinemarathon.com](http://www.marinemarathon.com)