

# **OUTER BANKS MARATHON**

## **NEWS RELEASE**

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Nags Head, NC

### **Marathon Proceeds to Benefit Local Non-Profits**

As the proceeds from the Outer Banks Marathon are tallied, the Dare Education Foundation and the Outer Banks Relief Foundation will once again be equal beneficiaries. DEF and OBRF conceived the idea of a marathon as a fundraising event back in 2005. They partner annually to organize the marathon, benefiting both foundations and the community at large. Since its inception, the Outer Banks Marathon has raised over \$226K for each foundation respectively. "We are so proud that we've created a fundraising event to give our community a boost in the shoulder season, as well as, getting people actively involved in fitness. It's a win-win situation and we take great pride in it," stated Amy Montgomery, Executive Director of the Dare Education Foundation.

The money raised by the marathon is accomplished via runner registration, cash and in-kind sponsorships, grants and retail sales. This year, a portion of 2009 retail sales will go to the Outer Banks American Cancer Society's Relay for Life, in memory of race committee member Greg Bennett. Without tremendous support from the local community, the cost of putting together such an event would eat away at the fundraising mission. "The fact that the towns, hospital, EMS and others provide needed services allows us to continue the event in a fundraising capacity. They are very important partners and we are grateful for their support," acknowledged Christopher Kelley, Executive Director of the Outer Banks Relief Foundation.

The monies generated by the marathon are reinvested in the community through education and financial assistance for the needy. The Dare Education Foundation awards grants for classroom projects to help students develop real world skills. They also support the AVID program in all secondary schools within the district. This program helps intermediate, minority and less fortunate students set a path for college. The first AVID class will graduate Manteo High School in May of 2011. Teachers also benefit from the educational grants through classes designed to polish their skills. Montgomery acknowledged, "149 students are enrolled in the AVID program. We are predicting 90-95% of these students will continue their education beyond high school.

These students wouldn't have dreamed of college without this program." In the future, proceeds will be used throughout Dare County to initiate the AVID program as early as the 4<sup>th</sup> and 5<sup>th</sup> grade.

The Outer Banks Relief Foundation also has big plans for its share of the proceeds. They will continue reaching out to the community by providing financial assistance for a wide range of circumstances involving illness and personal tragedy. They help individuals and families suffering with diseases like multiple sclerosis and cancer. Many have lost their jobs and subsequently are without medical insurance. As a result, they have stopped taking their medications due to the cost. Some of the success stories include a wheel chair lift to help a child paralyzed from the waist down, treatment for an individual stricken with MS, and a homeless person who's back on their feet through the assistance of counseling and a place to live. "We work closely with other charitable organizations in the Outer Banks community to provide services to the needy without duplicating efforts. This allows us to maximize our resources in these challenging economic times," stated Kelley.

It's clear the Outer Banks Marathon does more than provide a forum for physical fitness. Without the monies raised and the efforts of DEF and OBRF, the community as a whole would suffer greatly. Their latest venture is a new non-profit called Outer Banks Sporting Events. OBSE will manage the marathon and bring more events to the Outer Banks during the shoulder season.

The Outer Banks Marathon, presented by the Outer Banks Visitors Bureau, the Gateway Bank Half Marathon, the Outer Banks 8K, the Kelly Hospitality Group Fun Run and the new Flying Pirate Half Marathon are the annual signature fundraising events for the Dare Education Foundation and the Outer Banks Relief Foundation. For more information, visit [www.obxse.org](http://www.obxse.org).

This project funded in part by the Outer Banks Visitors Bureau. For more information on where to stay, play, dine and shop, visit [www.outerbanks.org](http://www.outerbanks.org) or call 877-629-4386.