

Marine Corps Historic Half Trends Popular

Event's Social Media Communications Reach Exceeds 550,000

QUANTICO, VA (May 21, 2014) – Boasting a runner tracking service that distributed timing results electronically and a robust social media campaign, the Marine Corps Historic Half marathon held during the weekend of May 16-18 in Fredericksburg, VA reached over half million individuals. The event hosted 7,545 runners in three distance events including the Historic Half marathon, Historic 10K and Semper Fred 5K.

The weekend of events marked the launch of the Marine Corps Marathon official hashtag- #RunWithTheMarines. An aggressive on-site campaign including promotional signage, multiple unique photo op stations and regular announcements added traction to this initiative that resulted in almost 1,800 postings on [Instagram](#). Within the first 24 hours after the event, the Historic Half Flickr album had surpassed 12,500 views.

The [MCM official Facebook page](#) added 651 new followers. The constant release of unique and motivating content including photo collages, event-day footage and updates resulted in an impressive reach that exceeded a quarter million individuals on Facebook and more than 440,000 throughout event weekend. During opening ceremonies for the Healthy Lifestyle Expo at the Fredericksburg Expo & Conference Center on May 16, special prizes were awarded for contests conducted over [Twitter](#) and Instagram.

The opt-in runner tracking service distributed over 22,000 instantaneous results from on-course check points via Facebook, Twitter, text and email. The extended social media reach of this service approached 100,000 individuals on Facebook and Twitter. Many were able to access these tools through the new Historic Half app. More than 800 users downloaded the app that was available for Apple and Android devices.

Event weekend videos including exclusive behind-the-scenes footage, interviews and highlights were hosted on the MCMtv platform. Also, Comcast SportsNet Mid-Atlantic, the region's premier source for television and online sports coverage, presented finish line footage of all runners completing the 13.1 mile event. Viewership has already exceeded 3,000 visitors for these videos.

The [Marine Corps Historic Half](#) is held annually during Armed Forces Weekend. Perfectly situated halfway between the capital of the Commonwealth in Richmond and the nation's capital, the Marine Corps Historic Half takes runners on a distinctive journey from the contemporary shopping district of Fredericksburg's Central Park to historical downtown where quaint shops, restaurants, museums and galleries line the streets.

All participants in Historic Half Weekend events confront the challenge of the now famous Hospital Hill while running through the Mary Washington Healthcare campus. This 200-foot continuous incline adjacent to the hospital's emergency entrance, has become the signature part of the event. More information about the Marine Corps Historic Half is available at www.marinemarathon.com.

The Marine Corps Historic Half held annually in Fredericksburg, VA hosts 10,000 runners participating in half marathon, 10k and 5k distance events. Considered "the greatest half marathon in history," the event boasts a course featuring landmarks dating back to our nation's beginnings and the early homes of Presidents George Washington and James Monroe. Organized by the Marine Corps Marathon, the Historic Half is sponsored by GEICO, University of Mary Washington, Mary Washington Healthcare, Pohanka Nissan and Marine Federal Credit Union. No federal or Marine Corps endorsement implied. #RunWithTheMarines