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Vaseline® Goes the Distance to Help Those Who Serve Their Community at the 43rd Marine Corps Marathon

ENGLEWOOD CLIFFS, N.J. (October 3, 2018) – This year, Vaseline® is sponsoring the 43rd Marine Corps Marathon in an effort to support those who serve their community and show that it's amazing what healed skin can do. Dating back to the First World War, Vaseline® Jelly brought relief to military personnel in the trenches by treating cuts and bruises, while medical officers reported carrying tubes of Vaseline® Jelly to treat minor cuts or burns on their patients. For the past 140 years, Vaseline® continues to be the go-to jelly and original skin protectant that has been safely helping skin heal for medics to runners and everyone in between.

"We are so excited to be sponsoring the Marine Corps Marathon this year," says Dawn Hedgepeth, Vice President of Deodorants, Men's Grooming, and Hand and Body Lotion at Unilever USA. "Vaseline® has a rich heritage providing skin relief to military service men and women, and we're honored to continue protecting them, their family and friends by providing Vaseline® supplies at each medical tent throughout the marathon course. I am in awe of the amazing work of all the runners, including Team Vaseline®, and can't wait to cheer them on during race day."

To shine light on some of the amazing stories of runners participating in *The People's Marathon*, Vaseline® has partnered with the Marine Corps Marathon to select a team of four medical professionals and veterans set to run 26.2 miles through the nation's capital. Here are their incredible stories:

- Nathan Castleman is a United States Marine Corps Veteran, and now, for the past seven years, works as a Registered Nurse in Bradenton, FL. Throughout his nursing career, Castleman has helped treat a number of patients with skin conditions, including burn victims, which has helped him to always keep in mind the importance of taking good care of your skin and never taking it for granted. From a spinal injury during deployment to being diagnosed with Diabetes in 2017, Castleman faced a few setbacks that inspired him to get back into running last Summer after taking years off. Since then he has participated in two half marathons and two 10k races, with the 2018 Marine Corps Marathon being his first ever marathon.
- Meghan Gorny served as a Navy Hospital Corpsman from 1998 – 2009, and is now a Licensed Practical Nurse in Jacksonville, FL. Gorny began running in 2013 to keep busy while her husband,

who has served for the US Navy for 28 years, was deployed. Since then Gorny has become a seasoned runner having participated in 32 half marathons, eight marathons, one ultramarathon and three triathlons – all while balancing her household in a single-parenting role while her husband is away. When it comes to her running must-haves, she always turns to using Vaseline® on her feet to prevent ever having blisters.

- Laura Bergmann is a MyoFascial Therapist and owner/practitioner of Fascia Lines, LLC based in Winchester, VA. At a young age she was told that she would never be able to run again and suffered from a back injury in college, which after overcoming both, motivated her career and obtaining her Master's Degree in Exercise Science and Health Promotion. While helping her clients overcome similar struggles and motivating them to run again, Bergmann uses Vaseline® products in her day-to-day work for clients' issue treatment and for her own training regimen. As an active volunteer for Girls on the Run and Shenandoah Valley Runners, a former all-American team USA Triathlete and three-time Boston Marathon runner, Bergmann is excited to challenge herself and participate in the Marine Corps Marathon for the third time.
- David Lagow is a loving husband and father of three-and-a-half-year-old twins based in Centreville, VA. He is a Certified Athletic Trainer serving as the Head Athletic Trainer for South County High School in Fairfax County, VA. He has worked in the field for over 17 years with experience ranging from high school to college sports, and even working with professional and elite world class athletes. He is a recreational runner who has participated in 5k and 10k races. However, Lagow has always felt a sense of pride coming from a Navy family and having previously participated in the Marine Corps Marathon. In 2018, for his second year participating, he will be running in honor of Kirk Urso, his former athlete, who passed away in August 2012.

THE COUNTDOWN TO THE FINISH LINE

On October 28, 2018 follow along on Vaseline®'s social channels to help cheer on the runners as they make their way throughout the course, and stay up to speed on how much Vaseline® Jelly runners use at to help get them to the finish line.

VASELINE® PETROLEUM JELLY

Vaseline® Jelly has been the original wonder jelly for over 140 years. From helping heal the skin of those who have trained and put their lives on the line to protect our country, to protecting those training for a race with relief. Vaseline® Jelly protects and locks in moisture to help dry skin heal and protect minor cuts, scrapes and burns while also protecting skin from wind burn and chapping. Learn more about the full line of products by visiting www.vaseline.com.

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About the Marine Corps Marathon

The Marine Corps Marathon (MCM), known as "The People's Marathon," promotes physical fitness and generates community goodwill while showcasing the high standards and discipline of the United States Marine Corps. Annually ranked as one of the largest marathons in the US and the world, the MCM welcomes runners from all 50 states and more than 60 countries. The 43rd MCM, coordinated by the Marine Corps Marathon Organization (MCMO), will be held October 28, 2018 in Arlington, VA. The MCM is presented by Cigna, Brooks, Leidos and Arlington County. No federal or Marine Corps endorsement is implied. #RunWithTheMarines

About Unilever United States, Inc.

Unilever is one of the world's leading suppliers of Personal Care, Food & Refreshment and Home Care products with sales in over 190 countries and reaching 2.5 billion consumers a day. In the United States, the portfolio includes brand icons such as Axe, Ben & Jerry's, Breyers, Caress, Country Crock, Degree, Dollar Shave Club, Dove, Good Humor, Hellmann's, I Can't Believe It's Not Butter!, Klondike, Knorr, Lever 2000, Lipton, Love Beauty and Planet, Magnum, Nexxus, Noxzema, Pond's, Popsicle, Promise, Pure Leaf, Q-tips, Schmidt's Naturals, Seventh Generation, Simple, Sir Kensington's, St. Ives, Suave, Sundial Brands, Talenti Gelato & Sorbetto, TAZO, TIGI, TONI&GUY, TRESemmé and Vaseline. All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies.

Unilever employs approximately 8,000 people in the United States – generating more than \$9 billion in sales in 2017.

Unilever's Sustainable Living Plan underpins the company's strategy and commits to:

- Helping more than a billion people take action to improve their health and well-being by 2020.
- Halving the environmental impact of our products by 2030.
- Enhancing the livelihoods of millions of people by 2020.

The USLP creates value by driving growth and trust, eliminating costs and reducing risks. Globally, the company's sustainable living brands are growing 50% faster than the rest of the business and delivered more than 60% of the company's growth in 2016.

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