



NEWS RELEASE

Cincinnati Flying Pig Marathon/Cincinnati Marathon, Inc.
644 Linn Street, Suite 626
Cincinnati, OH 45203

CONTACT: **Suzanne Deatherage**, Media Director
(859) 426-1952 Voice (859) 426-0107 Fax
(513) 608-2719 Mobile
media@flyingpigmarathon.com or eventsplus@fuse.net

Cincinnati Flying Pig Marathon Affirms Its Place as a Major Event *Greg Osterman announced as Official Spokesperson*

Cincinnati, OH (December 11, 2001) The Cincinnati Flying Pig Marathon affirmed its place as a major event in Cincinnati and in the running industry nationally at a press conference in downtown Cincinnati on December 11, 2001. Recently named one of the top 20 marathons in the United States by *Runner's World*, the popular Cincinnati Marathon reviewed its base of community and business support while confirming strength and leadership behind the scenes. The event was capped off with the announcement of an official spokesperson, Greg Osterman, World Recorder Holder, Heart Transplant Recipient & Cancer Survivor who has completed five marathons.

"We anticipate strong numbers for the fourth running on May 5, 2002," noted John Schmidt, Chair of the Board of Directors. "The Cincinnati Flying Pig Marathon is more than a one day running event. It is a weekend of events and opportunities to showcase our region – Greater Cincinnati and Northern Kentucky – to visitors from near and far," Schmidt added after a review of statistics by executive director Jim Bush.

Over 6500 runners registered for the marathon in 2001 with 55% of those runners in from out of town, representing 12 countries and 43 states. Over 1400 runners registered for the first ever Papa John's Flying Pig 5-Mile during the same year. The Cincinnati Flying Pig Marathon was one of the top ten largest conventions in Greater Cincinnati in both 2000 and 2001.

"The Cincinnati Flying Pig Marathon is a major player in the Greater Cincinnati area sports community and in the running community nationally," commented Bush.

John Schmidt reviewed a lengthy list of support from the region: City of Cincinnati, Cities of Newport and Covington in Northern Kentucky, and Convention & Visitors Bureaus from both sides of the Ohio River.

-MORE-

Presenting sponsors' CoActive Marketing Group, Mercy Health Partners, and Paycor were introduced along with board and staff commitments.

The event was highlighted by the announcement of the Cincinnati Flying Pig Marathon's Official Spokesperson, Greg Osterman. Osterman, a heart transplant recipient from Loveland/Cincinnati, completed his fifth marathon in 5:29:34, a historical event, at the 3rd Annual Cincinnati Flying Pig Marathon on May 6, 2001. According to any United States transplant records kept by the National Kidney Foundation, very few recipients have completed one marathon and five is unheard of anywhere.

"To me, the Cincinnati Flying Pig Marathon is all about people – people having fun, people showcasing awe inspiring acts of courage and dedication, and people celebrating the joy of life together!" said Osterman. "Come and join the fun and feel your own completely uplifting experience on May 5, 2002! It's been an incredible experience for me."

Registration for the Cincinnati Flying Pig Marathon is open. Runners may apply on-line via the website at www.flyingpigmarathon.com or download an application from the website and mail it in. Applications will be mailed to all previous Flying Pig Marathon participants in late December. All individual registrations received on-line or postmarked by February 1, 2002, receive an individual entry fee rate of \$50.00. Registrations postmarked prior to April 8, 2002 are \$60.00/entry and \$75.00 thereafter until the 4th of May, if available. Ernst & Young Corporate Relay entrants may also register on-line at the cost of \$500.00/team. Registration for Ernst & Young Open Relays will be available in January 2002. Registration for the Papa John's Flying Pig 5-Mile will be available in February 2002.

The Cincinnati Flying Pig Marathon promises a "completely uplifting experience" for anyone who takes on the challenge of participating in the Marathon. The running of the 4th Annual Cincinnati Flying Pig Marathon starts and ends in Downtown Cincinnati and will take place on Sunday, May 5, 2002. For further information on the Cincinnati Flying Pig Marathon, contact (513) 721-PIGS (7447) or visit www.flyingpigmarathon.com.

###

CINCINNATI FLYING PIG MARATHON PRESENTING SPONSORS

CoActive Marketing Group * Mercy Health Partners * Paycor

Enclosures: Bio of Greg Osterman
Board of Directors List

Available upon Request: Digital photos of Greg Osterman
Black & White photo of Greg Osterman
Color photo of Greg Osterman
Photos of Board Members
Copy of Article from January 2002 *Runner's World*