



FOR IMMEDIATE RELEASE

SilverLine Partners with Strava to Provide New Sponsor Activation Product for Running Events

September 8, 2015 – SilverLine Global, Inc., the leading digital media activation platform for endurance events, announced today the launch of a new experiential media and digital sponsorship product for endurance events and brands. Developed in partnership with Strava, SilverLine's new Event Challenges platform features virtual participatory contests that are designed specifically for event managers and sponsors.

The platform launches today with the [Marine Corps Marathon Challenge Series](#). First in a series of three challenges for the 40th Marine Corps Marathon is the "MCM Run Around the World Challenge." Tasking the global MCM running community to tally up its collective running miles in September, this Challenge will quantify the impact of the prestigious event on the world's health and fitness. October will see a "Welcome to Taper Town" Challenge as excitement builds in the final weeks before the historic event. The series finale will "Honor our Veterans" with a very special post-event Challenge designed to reengage the MCM running community after the event has concluded.

Diversifying SilverLine's product offering beyond its video network, the Event Challenges platform provides new and sponsorable digital assets that extend connections for event managers beyond the prime-time event period and expands their reach into broader audiences beyond the core participant base.

"SilverLine is changing how endurance events and brands leverage digital technology. Together with Strava, the new Event Challenges platform provides highly engaging and relevant experiential media opportunities," said Jayme Anne Goldberg, co-founder, SilverLine Global. "These virtual events deliver a new digital asset for events while complementing their existing offline products for sponsors. SilverLine's brand neutral platform provides sponsors the flexibility and control to build custom, branded experiences that are tightly woven into the fabric of each event community."

“We chose to work with Strava because they are one of the most respected and established brands in the endurance community,” said Holden Comeau, co-founder, SilverLine Global. “Their superior technology and shared commitment of creating great athlete experiences is a key differentiator for the success of this project.”

“We want to continue to grow Strava's community of runners and give them more ways to engage with each other,” says David Lorsch, Vice President of Strategy and Business Development at Strava. “Collaborating with SilverLine gives us the opportunity to enhance our connection with running events, and we're happy to work with them to inspire athletes around the world.”

“With more than 30,000 runners and a motivated global community of participants and supporters, the Marine Corps Marathon is always looking for new, innovative ways to engage this community.” says Marc Goldman, Marine Corps Marathon Sponsorship/Marketing manager. “The new Event Challenges platform from SilverLine gives MCM a way to connect with our participants and supporters throughout the entire year while providing a new and relevant digital asset that we can offer to our sponsors.”

Working with both event properties and directly with brand sponsors, SilverLine will announce several other event challenge programs in the coming months.

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About SilverLine

SilverLine Global, Inc. is a leading digital media activation platform for the endurance sports industry. SilverLine provides digital sponsored media solutions such as video, community-based activations and digital media hubs empowering endurance sports events and brands to leverage and monetize digital technology. For more information, visit www.silverlineglobalinc.com or join us on Twitter at [www.twitter.com/SLG_media](https://twitter.com/SLG_media).

About Strava

Strava unlocks potential through the power and purpose of sport. Designed by athletes, for athletes, Strava's mobile apps and website connect millions of runners and cyclists every day.

About the Marine Corps Marathon

The Marine Corps Marathon (MCM) is voted “Best Marathon in the Mid Atlantic,” the “Best Marathon for Charities” and the “Best Spectator Event.” The MCM honors the dedication, sportsmanship and patriotism of its participants. Known as “The People's Marathon,” runners from all walks of life participate in the MCM, the largest marathon not to offer prize money. The 40th MCM will be held on October 25, 2015 in Arlington, VA. No federal or Marine Corps endorsement is implied. #RunWithTheMarines

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