



FOR IMMEDIATE RELEASE

Brooks Running Company to Sponsor Event Challenges Platform for Running Events from SilverLine

October 8, 2015 – SilverLine Global, Inc., the leading digital media activation platform for endurance events, today announced [Brooks Running Company](#) has signed on to sponsor their new Event Challenges platform. Developed in partnership with Strava, the Event Challenges are virtual participatory contests designed specifically for event managers and sponsors.

The partnership launches today with the [Marine Corps Marathon Challenge Series sponsored by Brooks](#) - a three challenge series designed specifically for the 40th Marine Corps Marathon. Brooks will sponsor October's "Welcome to Taper Town" Challenge and the "Honor our Veterans" Challenge -- a post-event celebration designed to engage the MCM running community after the event.

Each week throughout the Challenges, Brooks will award a Brooks Run Happy Package to one MCM Challenge participant chosen at random. Winners will receive their choice of Brooks Shoes from [brooksrunning.com](#), and will also receive a pair of Brooks socks and a Brooks hat.

"As one of the most innovative brands in the running community and longtime sponsor of the Marine Corps Marathon, Brooks is a natural partner to activate through our Event Challenge platform," said Jayme Anne Goldberg, co-founder, SilverLine Global. "Our virtual events deliver an untapped digital asset for Brooks while complementing their strong offline event activation around the Marine Corps Marathon. This partnership with Brooks demonstrates how we can help a sponsor build a custom, branded digital activation experience through the SilverLine platform."

"As the Official Apparel and Footwear Sponsor of the Marine Corps Marathon Brooks Running takes extreme pride in our partnership," said Angie Corbett, Event Marketing Manager, Brooks Running Company. "Our employees can't wait for October to roll around as we bring over 40 employees to this yearly event! This year we are very excited about the opportunity to partner

with SilverLine and the Marine Corp Marathon to build a digital event for others to participate that might not be making the trip to DC for the Marathon.”

Working with both event properties and directly with brand sponsors, SilverLine will announce several other event challenge programs in the coming months. For more information on the Event Challenge platform, visit [SilverLine Challenges](#).

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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.

About Brooks Running Company

Brooks Running Company sells its performance footwear, apparel and accessories in more than 50 countries worldwide. Brooks’ purpose is to inspire everyone to run and be active by creating innovative gear designed to keep runners running longer, farther and faster. This purpose is supported by Brooks’ Run Happy philosophy, a quest to celebrate and champion the sport of running and all runners everywhere. Founded 1914, Brooks is a subsidiary of Berkshire Hathaway Inc. and is headquartered in Seattle. Visit www.brooksrunning.com for more information or follow us on Twitter ([@brooksrunning](https://twitter.com/brooksrunning)) and Facebook (www.Facebook.com/brooksrunning).

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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