



MOUNT DESERT ISLAND MARATHON



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MDI Marathon announces \$100,000 Local Charity Giving Campaign

FOR IMMEDIATE RELEASE:

The Mount Desert Island Marathon is pleased to announce their new charitable giving campaign, '*Beyond the Finish Line*', to directly benefit many local organizations. The goal of this campaign is to raise \$100,000. Community members and race participants are encouraged to make donations or run in support of one of these organizations. The official beneficiaries of this innovative program are the Beth C. Wright Cancer Resource Center, Camp Beech Cliff, Friends of Acadia, Harbor House Community Center, Island Connections, MDI Hospital, Mount Desert Nursing Association, SPCA of Hancock County, and Stanwood Wildlife Sanctuary.

The MDI Marathon will encourage all its participants to become fundraisers in support of these important organizations and their varied, but equally important missions. The successful charitable giving component of many marathons is well documented, and marathoners as a group seem to like to rise to the challenge and do more than just finish the events in which they choose to participate. When given the chance, many like to run for a bigger cause such as fundraising. Marathons held all over the US regularly generate substantial funds in support of many worthwhile organizations.

To expedite successful charitable fundraising the MDI Marathon has generously helped create high-tech web pages for each local organization using ActiveGiving.com. This will allow potential donors anywhere on the planet to easily make online contributions that will go directly to the chosen organizations.

All MDI Marathon participants who chose to participate as charity fund raiser will easily be able to solicit their friends, family, or co-workers to sponsor them as they compete in the 2009 MDI Marathon. The '*Beyond The Finish Line*' charitable giving campaign is not reserved exclusively for marathon participants; both businesses and individuals are encouraged to make tax-deductible contributions using the new online systems so that fundraising goals can be reached. This success will help send a positive message to all potential attendees while helping local charitable organizations raise much needed funds.

This campaign will help move the MDI Marathon forward as even more of an island fixture. The hope is that as the new charitable giving program catches on that it can be expanded to reach many more worthwhile organizations. It is also the hope that as the many facets of the race continue to grow, so to will the volunteer support, as well as the support of more businesses, from the surrounding communities that are so positively affected by this annual popular island-wide event.

Visit mdimarathon.org for more information.
