



[pittsburghmarathon.com](http://pittsburghmarathon.com)

**Dick's Sporting Goods Pittsburgh Marathon**  
310 Grant Street, Suite 1001 Pittsburgh, PA 15219

**FOR IMMEDIATE RELEASE**

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### **GNC Becomes a Presenting Sponsor for the Pittsburgh Health & Fitness Expo of the Dick's Sporting Goods Pittsburgh Marathon**

**Pittsburgh, January 19, 2010** – [GNC](#) stores have long been a destination for serious athletes, and now the company is throwing its brand behind one of Pittsburgh's best-known events for fitness-conscious consumers who know how to push the limits: Dick's Sporting Goods [Pittsburgh Marathon](#). The largest specialty retailer of sports nutrition, diet and energy products and other nutritional supplements is now the presenting sponsor for the GNC Live Well Pittsburgh Health & Fitness Expo. GNC joins other major corporate sponsors in support of the 21-year-old race.

Like the Marathon itself, the GNC Live Well Pittsburgh Health & Fitness Expo is a major consumer event for the Pittsburgh area. From opening day on Friday, April 30 to race day on Sunday, May 2, over 35,000 visitors are expected to attend the Expo, and over 50 companies will host displays. Participants range from fitness and wellness-related retailers like GNC to exhibitors representing products, services and activities that focus on the mind, body and soul.

"The Marathon is thrilled that GNC has taken on this important sponsorship," said Patrice Matamoros, Race Director. "As the best-known global brand of sports nutrition products, GNC is committed to the concept of Living Well, a natural complement to everything the Marathon stands for. But GNC is also a major Pittsburgh company, making it an ideal partner for this pre-eminent Pittsburgh event."

Jennifer Brinker, Vice President of Marketing for GNC, said, "As a national wellness company headquartered here in Pittsburgh, being a part of the Marathon was a priority for us. It's an event which is both a prestigious, competitive sporting event and an event that appeals to a broad cross section of the community that shares our passion for Living Well."

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Runners are actively registering for the 21<sup>st</sup> annual Dick's Sporting Goods Pittsburgh Marathon. Combined registration for all three Marathon events – the Dick's Sporting Goods Pittsburgh Marathon, UPMC Health Plan Pittsburgh Half Marathon, and FedEx Ground Pittsburgh Marathon Relay – currently exceeds 7,500. For more information, go to [www.pittsburghmarathon.com](http://www.pittsburghmarathon.com).

### **MISSION STATEMENT**

The Dick's Sporting Goods Pittsburgh Marathon is a non-profit organization which promotes the love of long-distance running and enhances community involvement in fitness activities through high quality events open to a wide variety of ages and ability levels. Our events will consistently serve the needs of our runners and our sponsors; will engage and reward our volunteers; will enhance the economic well-being of the Pittsburgh region; will partner with public and private entities to create the best possible event experience; and partner with appropriate charitable organizations to give back to the community.

### **About GNC**

GNC, headquartered in Pittsburgh, Pa., a leading global specialty retailer of nutritional products including vitamin, mineral, herbal and other specialty supplements and sports nutrition, diet and energy products. As of September 30, 2009, GNC has more than 6,700 locations, of which more than 5,300 retail locations were in the United States (including 919 franchise and 1,814 Rite Aid franchise store-within-a-store locations) and franchise operations in 47 international markets. The Company - which is dedicated to helping consumers Live Well - also offers products and product information online at [www.gnc.com](http://www.gnc.com).

### **OUR SPONSORS**

Thanks our sponsors: Dick's Sporting Goods, UPMC Health Plan, FedEx Ground, Nike, UPMC Sports Medicine, GNC, Trib Total Media, KDKA TV, Rothman Gordon Attorneys, McKnight Realty Partners, Pittsburgh Volkswagen Dealers, Verizon Wireless, Omni Hotels William Penn, Sheetz, Shapers and Spaghetti Warehouse. To become a sponsor, visit [www.pittsburghmarathon.com](http://www.pittsburghmarathon.com).

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