



The Wipro San Francisco Marathon

July 29, 2012

Media Kit

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About the Marathon:

The Wipro San Francisco Marathon® (TSFM) is one of the most popular marathons in the United States attracting 25,000 runners and 100,000 spectators. In 2010, The San Francisco Marathon was the 13th largest marathon and the 15th largest half marathon in the U.S. The Chicago Tribune also just named the race the 8th top marathon in the world. TSFM is a Boston Marathon qualifier. Sixty percent of the runners are from the San Francisco Bay Area and 80% are from California. In 2010, TSFM generated over \$42 million in economic output impact.

Known for its beautiful scenic views, The Wipro San Francisco Marathon is the only race that runs in the roadbed of the Golden Gate Bridge. The USA Track & Field (USATF) certified loop course starts at the Ferry Building and runs along the Embarcadero, over the Bridge, along the coastline, through Golden Gate Park, the Haight-Ashbury District and past AT&T Park before finishing in front of Cupid's Arrow.

In 2012, The Wipro San Francisco Marathon is reaching out to the entire community in an effort to create an event that is representative of the city of San Francisco. Residents are encouraged to come out, cheer and show support of the runners. With dozens of local musicians and bands along the course to entertain, it is sure to be fun for runners and spectators alike.

The Wipro San Francisco Marathon has partnered with Crowdrise for 2011 in an effort to reach more programs and charities. Runners have the opportunity to make their marathon experience more meaningful by running on behalf of an approved charity. The Charity Program is an opportunity for local, national and international non-profit organizations to utilize TSFM presented by Wipro event and mobilize the network of runners to raise funds for their cause.

Events: Full marathon, two-half marathons, progressive marathon/ 5K Race, Munchkin Kids Run

About the team:

In 2001, Jumping Fences, formerly West End Management, resigned from producing the Bay to Breakers after 20 years to concentrate on building The San Francisco Marathon, presented by Wipro, as a crown jewel for the city.

- The goal was to create one of the most beautiful and challenging urban road race marathons in the United States. The team wasted no time in securing the ideal course for runners, one that crosses the Golden Gate Bridge offering a once in a lifetime opportunity to run on the roadbed of the famed bridge and hit some of the city's most beautiful hills—a perfect combination of stunning views and killer climbs.
- The race has been built with the local runner in mind. The organizers hoped to channel the spirit of that typical San Franciscan; a healthy, outdoor-lover, one that embodies the natural, sustainable, genuine beauty of the city itself. The Wipro San Francisco Marathon values authenticity and took on this effort with a philosophy

learned from its two decades of producing road races.

- In 2011 the decision was made to begin the search for a long-term title sponsor for 2012 and beyond. In July 2011 The San Francisco Marathon announced its partnership with Wipro Technologies as its presenting sponsor. This partnership will extend into 2012 and 2013 as Wipro becomes the title sponsor of The San Francisco Marathon.

About Wipro Technologies:

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better.

Wipro Limited started its technology business in 1980. Since then, Wipro has been delivering winning business outcomes through its deep industry experience and a 360-degree view of “Business through Technology” – helping clients create successful and adaptive businesses. In virtually every industry, Wipro’s insights, technology and consulting expertise have brought efficiencies, agility and dynamism to organizations. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro Technologies has 120,000 employees and clients across 54 countries.

For more information, please visit www.wipro.com

Schedule of Events

Event	Date	Time	Location
Race Expo	July 27, 2012 July 28, 2012	tbd	East Concourse at the SF Design Center
Expo Seminars	July 28, 2012	Tbd	East Concourse at the SF Design Center
Pasta Feed	July 28, 2012	tbd	Tbd
Marathon	July 29, 2012	Wave Starts 5:30am – 6:45am	Embarcadero at Mission
Half Marathon: 1 st Half	July 29, 2012	Wave Starts 5:30am – 6:45am	Embarcadero at Mission
Half Marathon: 2 nd Half	July 29, 2012	Wave Starts 8:15am –	JFK Drive at 36 th Ave

		8:35am	
5k Run/Walk	July 29, 2012	7:45am	Embarcadero at Mission
Progressive Marathon	July 29, 2012	7:45am	Embarcadero at Mission
Munchkin Kid Fun Run	July 29, 2012	9:00am	Embarcadero at Mission

About the events:

Runner's Expo- The Wipro San Francisco Marathon will host the Runner's Expo in the East Concourse at the SF Design Center, 650 7th St., SF, CA. The Expo will take place on Friday, 7/27 and Saturday, 7/28. Runners must attend the Expo to pick-up their bibs. This year the Expo will have a Tech Center that will spotlight new athlete tracking technologies including The Wipro San Francisco Marathon Web, tablet and mobile. The keynote Seminar Series Speaker and Host will be Bart Yasso, Chief Running Officer of Runner's World Magazine, who will be discussing his book "My Life on the Run."

The Wipro San Francisco Marathon is a loop course. The race starts and finishes on the Embarcadero (near the Ferry Building). The full marathon runs through Fisherman's Wharf, the Marina, across the Golden Gate Bridge twice, through the Presidio and into Golden Gate Park. After a tour of Golden Gate Park, runners will venture down the famous Haight Street and through the Mission, Potrero and Mission Bay Districts. After a pass behind AT&T Park the course runs under the Bay Bridge and across the Finish Line. The course is USATF certified and is a Boston Marathon qualifying race.

The 1st half marathon covers the first half of The Wipro San Francisco Marathon course with a slight deviation for the final ½ mile. The race starts on the Embarcadero (near the Ferry Building) and finishes in Golden Gate Park. The course is USATF certified.

The 2nd half marathon covers the second half of The Wipro San Francisco Marathon course with a slight deviation at Mile 2. The race starts at Spreckel's Lake in Golden Gate Park and finishes on the Embarcadero (near the Ferry Building). It passes through the Haight/Ashbury and the Mission districts, into Mission Bay, passes by AT&T Park, and finishes just before the Ferry Building. This course is USATF certified, but unlike the 1st marathon, it does not cross the Golden Gate Bridge.

The 5K/progressive marathon starts on the Embarcadero (near the Ferry Building), loops by AT&T Park and finishes on the Embarcadero (near Cupid's Span). The course is flat and fast and is USATF certified. Participants have one hour to complete the race.

All progressive marathon participants will have run or walked 23.1 miles leading up to Race Day. They will complete their marathon on race day by participating in the 5K.

The Munchkin Kids Run is for children age 2-11 to join together to run a 100 yard dash, ½ mile or full mile uniting for fun and to help other children. The fun run will take place at Embarcadero and Mission and is a fundraiser for the Child Abuse Prevention Center.

PLEASE DOWNLOAD COURSE MAP HERE: <http://thesfmarathon.com/the-race/course-maps/>

Green Efforts:

The Wipro San Francisco Marathon is continuing its Green efforts in part by partnering with Virtual Race Bag. Runners will receive a Virtual Race Bag via email prior to the event. The bag will include an event guide, special offers, great deals, coupons, giveaways and sponsor messages. Participants will also receive personalized results via email immediately following the race.

Other ways in which The San Francisco Marathon is going Green:

- Staff will be recycling and composting the trash during the Expo and during the race
- There will be areas at the Expo and along the course where people can donate new or gently used clothing and running shoes
- Finishers' Certificates are generated online instead of printed on paper
- Runners are encouraged to recycle their heat sheets and D-Tag timing chip after completing the race
- Results are posted electronically
- The race will be using a bike valet and also using cyclists to lead the runners on the course instead of motorized vehicles

Exciting Race Day Technologies:

- Virtual Race Bags provides a platform to deliver vital pre-event information, post-event results and sponsor deals, offers and messages to event participants via email.
- The Wipro San Francisco Marathon has teamed up with MapMyRUN to create Web, tablet and mobile tracking applications aimed at enhancing the race day experience of participants and spectators alike. The SF Marathon presented by Wipro suite of apps can be downloaded for free at the Expo. Key features include:

- Real-time tracking of participants
- Map of the marathon course that displays elevation profile and points of interest like best spectator viewpoints, first aid, hydration and food stations, and mile markers
- Listing and search of race participants and related participant profiles
- Map of the race expo, schedule of pre-race, race day and post race events
- SMS, email, and mobile device push notification delivery of participant progress
- Social network and MapMyRUN integration, display of various social networking feeds, e.g., Twitter, Facebook, and Flickr
- The application is free and can be downloaded through the iPhone, iPod, or Android applications store.

Entertainment:

A major element along the course is The Wipro San Francisco Marathon cheer and entertainment stations. The stations bring together the people of San Francisco to cheer and motivate the runners every mile along the way. The stations welcome and encourage all spectators and are hosted by an array of local, community-minded companies such as, Yelp!, Lululemon, Athletica and Sports Basement. Some stations are also sponsored by local non-profits including the American Cancer Society, Leukemia & Lymphoma Society and The Nature Conservancy. This year there will be 20+ Cheer locations throughout the entire marathon course.

The entertainment planned along the course embodies all things San Francisco. There will be a total of 36 local bands, singers, groups and DJ's spread out along the course. A wide variety of music will be found ranging from a drum circle to a Balkan brass band to a Tropicalia band to a choir. The art mile will be located on the 24th mile of the marathon at Terry Francois Blvd. and is filled with SF's best art cars and cheer groups. A local Latin rock band, LoCura, will be playing at the start/finish line and will be powered by Rock the Bike.

The Wipro San Francisco Marathon strives to provide runners with a taste of the immense talent and pride of the city. The art, music and spectators add life to the entire course, helping the runners along from start to finish.

The Competition:

The Wipro San Francisco Marathon invites athletes who meet the criteria to apply for elite status. There is no purse for the race this year, but complimentary registration and hotel assistance is available on a first come first served basis. Elite status is granted to athletes who have a full marathon sub- 2:40 for men and 3:00 for women. For the half marathon men

must have a sub of 1:21 and women a sub of 1:30.

Course Records*

Marathon (M/F)

Overall: Keith Bechtol (2:23:28– 2010) and Yolanda Flamino (2:43:41- 2007)

Masters: Guillermo Gonzalez (2:33:55 – 2009) and Mairi Burfoot (3:13:11 – 2009)

Second Half Marathon (M/F)

Overall: Keith Bechtol (1:05:19 – 2011) and Tera Moody (1:13:37 – 2009)

Masters: Hector Lopez (1:13:53 – 2007) and Linda Somers Smith (1:18:21 – 2007)

**since the addition of the Golden Gate Bridge out and back to the course*

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