



PRESS RELEASE

Travelers Partners With Rock 'n' Roll Marathon Series and Asks "What Drives Runners?"

"My Drive Comes From" campaign to raise money for EndDD.org (End Distracted Driving)

SAN DIEGO – July 14, 2015 – The Rock 'n' Roll Marathon Series today announced a partnership renewal with Travelers as an official sponsor of four Rock 'n' Roll Marathon events in 2015. The partnership will shine a spotlight on what motivates runners with the "My Drive Comes From" campaign, which kicks off July 18-19 at the Humana Rock 'n' Roll Chicago Half Marathon. The campaign will continue throughout the year at the Virginia Beach (Sept. 5-6), Philadelphia (Oct. 31), and Las Vegas (Nov. 12-15) events.

The "My Drive Comes From" campaign will give all Rock 'n' Roll Marathon runners at the four races an opportunity to share unique and personal messages about what inspires them to run.

During race registration, runners will be able to share their own "My Drive Comes From" motivation at the Travelers footprint at the two-day Health & Fitness Expo. Runners can promote their personal message about why they run by penning their motivation on a customized race poster, which will be photographed along with each runner and can be shared online. Additionally, runners' photos will be posted on a custom microsite (www.mydrivecomesfrom.com), where friends and family can also post unique encouragement messages that will be shared on the actual Rock 'n' Roll Marathon race course via a digital billboard. Runners will also be encouraged to share their photos on social media by using the hashtag #MyDriveComesFrom.

"We have had great success with Travelers in the past and are pleased to join forces again with the 'My Drive Comes From Campaign,'" said Sean Clottu, Vice President of Partnership Marketing of the Rock 'n' Roll Marathon Series. "This is a great way to enable runners to share their Rock 'n' Roll experience while also helping to support a great cause with the Casey Feldman Foundation."

Committed to raising awareness about the dangers of distracted driving, Travelers will use the campaign as a platform to highlight "the drive" of runner Joel Feldman. In 2009, Feldman lost his 21-year-old daughter Casey to a distracted driving accident. The attorney then founded EndDD.org (End Distracted Driving) to raise awareness of the dangers of distracted driving. Travelers will donate \$100 to EndDD.org's charitable arm, the Casey Feldman Foundation, for every mile run by Feldman and two other EndDD.org representatives throughout all four races. Travelers' donation has potential to reach more than \$15,000 at the end of the campaign.

"We're excited to continue our sponsorship of Rock 'n' Roll Marathons and launch this motivational 'My Drive Comes From' campaign," said Jay Gauthier, Chief Marketing Officer, Travelers Personal Insurance. "By partnering with EndDD.org, we can help draw attention to the risks of distracted driving, which makes this sponsorship much more meaningful."

“On behalf of EndDD.org we are excited to partner with Travelers and the "My Drive Comes From" campaign to help raise awareness to risks associated with distracted driving,” Feldman said. “This cause is incredibly important to me, and one that has affected me greatly. It’s where my drive comes from and I know this partnership with Travelers will make a difference.”

Travelers will also be offering all Rock ‘n’ Roll Marathon participants and their family complimentary runner tracking at the Travelers footprint at the Health & Fitness Expo during each participating race, or online at www.runnertracking.com. For more information on Travelers and the “My Drive Comes From” campaign visit www.mydrivecomesfrom.com.

About the Rock ‘n’ Roll Marathon Series

The Rock ‘n’ Roll Marathon Series is the ‘World’s Largest Running Series’ with more than 600,000 runners taking part in events around the world every year. Started in 1998, the simple idea of making running fun has transformed the U.S. running landscape by infusing the course with live bands, cheer teams and entertaining water stations, creating a block-party atmosphere for participants and spectators alike. Today, the series of marathons and half-marathons has spread to 30 destinations, drawing visitors from around the world. Over the 18-year history of the Rock ‘n’ Roll Marathon Series, charity partners have raised more than \$310 million through the events for a variety of worthy causes.

Race weekend kicks off with a free Health & Fitness Expo showcasing the latest in running gear, sports apparel, health and nutritional information and much more. Events culminate with an entertaining finish line festival featuring some of the biggest names in music, with past headliners like Macklemore & Ryan Lewis, Aloe Blacc, Pitbull, FloRida and Bret Michaels. For more information, please visit RunRocknRoll.com or follow [@RunRocknRoll](https://twitter.com/RunRocknRoll) on Twitter.

About End Distracted Driving

EndDD.org (End Distracted Driving) works to save lives by raising awareness of the dangers of distracted driving through educational programs for adults, students and businesses. Through partnerships with national, state and local traffic safety organizations and law enforcement, nearly 300,000 students and adults have seen EndDD.org science-based presentations in 45 states and Canada. EndDD.org is a campaign of the [Casey Feldman Memorial Foundation](#) and was created after Casey Feldman, age 21, was killed by a distracted driver in 2009.

###

Media:

Hilary Friedman, 858-275-9435, hfriedman@competitorgroup.com
Evan Vladem, 312-529-5847, evladem@revolutionworld.com