



BBTM Featured Events - Promotional Benefits

Every U.S. Mile will receive a free listing, and for only \$359, your event will be prominently featured and hi-lighted on BringBacktheMile.com. Promotional benefits include:

- ★ Featured at the top of our [Mile Calendar](#) with your logo and event summary.
- ★ Rise to the top of Calendar search results.
- ★ Exclusive event summary page with complete information, a map of your event, plus Mile results post-event as well as event newsfeed. Examples include [Big River Festival of Miles](#) and the [GNC Live Well Liberty Mile](#).
- ★ Mile wire inclusion, social media powered by Bring Back the Mile and your event [news](#) posted on BringBacktheMile.com.

In addition to the above promotional benefits, the Bring Back the Mile team will work with you to creatively share the stories of the participating Milers, your community and the event's history. The [Making the Most of Your Mile](#) series is an example of such story-telling.

BBTM also offers media and PR operational support for events, including Big Picture strategy, press release development, media outreach as well as sponsorship and athlete consulting.

For more information, contact Marketing Director David Monico at: david@bringbackthemile.com

GNC LIVE WELL LIBERTY MILE

Fri, August 9, 7:00pm
Pittsburgh, PA



This unique 1 Mile road race is short, fast and fun for the whole family. It features six waves of runners from the recreational level to the elite level with competitors and participants alike racing on Liberty Avenue from 17th Street in the Strip District to Liberty Avenue, Downtown. The **GNC Live Well Liberty Mile** offers a \$31,100 prize purse with \$4000 for each Open race champion.

The second edition is also the **USA Masters 1 Mile Road Championships** with more than \$8000 in 40 and older prize money with \$600 for each Masters race champion.

This running event will again prove to be Pittsburgh's premier community street run for all ages and abilities for years to come. Whether you run marathons, track, cross country or simply run to stay fit, this event is for you! Go Mile, America's distance!



EVENT RECORDS
3:58.4 Craig Miller (USA / WI), 2012
4:35.8 Heather Kampf (USA / MN), 2012

2013 GNC Live Well Liberty Mile Champions
Macklin Chaffee (USA / CO), 4:01
Heather Kampf (USA / MN), 4:32, event record

The GNC Live Well Liberty Mile is the 11th stop on the nationwide **Inaugural Bring Back the Mile Tour 2013**.

> Facebook Page
> Twitter Account

More info: <http://libertymile.org/>

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[Back to Event Calendar](#)

We look forward to working with you to elevate and celebrate your Mile in our sport and beyond.