



Become a BBTM Featured Event: Promotional Benefits

Every known Mile receives a free BBTM Calendar listing, and for only \$359, your event will be prominently featured, hi-lighted and promoted on BringBacktheMile.com and via BBTM's social media channels. Promotional benefits for your Mile include:

- ★ Featured at the top of our [Mile Calendar](#) with your logo and event summary. Our Calendar page is the second most visited BBTM web page.
- ★ Rise to the top of Calendar search results.
- ★ Exclusive event summary page with complete information, a map of your event, plus results post-event as well as event newsfeed. Examples include the [Camel City Mile](#) and [GNC Live Well Liberty Mile](#).
- ★ Mile wire inclusion and highly engaged social media posts powered by Bring Back the Mile as well as your event [news](#) featured on BringBacktheMile.com.

In addition to the above promotional benefits, the Bring Back the Mile team will work with you to share the compelling 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, event and athlete consulting.

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

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

GNC LIVE WELL LIBERTY MILE

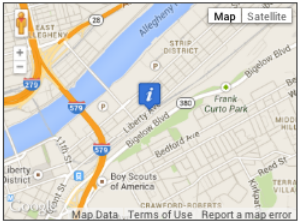
Fri, August 9, 7:00pm
Pittsburgh, PA



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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