



BBTM Featured Event 2019: 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 as well as on our highly engaged social media channels and Mile wire e-newsletter. Featured Event 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 most visited BBTM website section (excluding Home page).
- ★ Rise to the top of Calendar search results with red star designation (right column).
- ★ Exclusive event summary page with complete information (see below), a map of your event, plus results post-event as well as event newsfeed. See online examples of [State Street Mile](#) and [GNC Live Well Liberty Mile](#).
- ★ Mile wire e-newsletter and highly engaged social media posts powered by Bring Back the Mile as well as your event [news](#) featured on BringBacktheMile.com and BBTM logo use.

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.

GNC LIVE WELL LIBERTY MILE
Fri, July 28, 7:00pm
Pittsburgh, PA

#10492017

This unique 1 Mile road race in downtown Pittsburgh is short, fast and fun for the whole family. The evening event features six waves of runners from the recreational level to the professional level with competitors and participants alike. The 4th **GNC Live Well Liberty Mile** offers \$50,000 in prize money with a \$25,000 American Development Program Pro Mile purse and \$5000 for each Open race champion!

The GNC Live Well Liberty Mile is also the third stop on the **Bring Back the Mile Grand Prix** for 2017.

This running event is 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 City of Champions event is for you! Go Mile, America's distance!

EVENT RECORDS
5:20 Jordan Michanara (USA / OR), 2015, and Craig Miller (USA / WI), 2012
4:32 Heather Kempf (USA / MN), 2013

2017 GNC Live Well Liberty Mile Champions
Ben Blankenship (USA / OR), 4:05, defended title
Emily Spear (USA / MA), 4:35

2017 ADP Pro Mile \$25,000 prize purse breakdown: \$5000, \$3000, \$2000, \$1000, \$750, \$500 and \$250 (even deep per gender).

The GNC Live Well Liberty Mile has also been a stop on the **Bring Back the Mile Grand Prix** for 2014-16 and the event was also the 11th stop on the nationwide **Inaugural Bring Back the Mile Tour** 2013.

Elite athlete contact: Ryan Hogan: ryan.hogan@pa3.org

>> Facebook Page
>> Twitter Feed

EVENT WEBSITE

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The [Making the Most of Your Mile](#) series is an example of such story-telling and promotion.

BBTM also offers [media & PR operational and on-site 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 & celebrate your Mile in our sport and beyond!