



**For Immediate Release
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Bill Reifsnyder Named New SunTrust National Marathon Executive Race Director

Retired Elite Distance Runner brings over three decades of race and marketing experience

Washington, D.C. –The Greater Washington Sports Alliance announced today the hiring of Bill Reifsnyder as executive race director of the SunTrust National Marathon. Reifsnyder, 47, brings 32 years of experience to the race, most useful being his time in global brand marketing.

“This is a great day in the life of this event as we are delighted to have someone of Bill Reifsnyder’s character join our race,” said Robert Sweeney, President of the Greater Washington Sports Alliance. “Now that we have reached the five year milestone, we want to take this race to the next level, from regional to national then international and Bill will play an integral role in the process.”

Reifsnyder, a three time All American at Bucknell University and a two time National Marathon Champion as a professional, ranked second road racer in 1991 by Runners World Magazine and still ranks 3rd in fastest time ever run by an American in both the 10 mile and 25K. Since retiring from professional running in the mid-1990’s, Reifsnyder has built an equally impressive business resume focused on running while working for the Running Times, Adidas, New Balance and Boathouse Sports.

“The unique thing about the SunTrust National Marathon is that the nation’s capital is the backdrop,” said Reifsnyder, who will formally start on July 20. “I love the growth potential of this event and one of my first orders of business will be to develop a five-year plan which should be very attractive for sponsors.”

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Bill Reifsnyder

Fast Facts

- * 32 years of experience in the running industry as an athlete, coach and professional.
- * Experience encompasses global/domestic brand marketing, sports marketing & event marketing

- * High School (Williamsport Area High School)
 - * 3-time Pennsylvania State Champion (track and cross country)

- * College (Bucknell University)
 - * 3-time All American
 - * 8-Time All East
 - * 10 Conference Championships in track and cross country
 - * Christie Mathewson Award for Outstanding Athlete of graduating class

- * Professional Running Career
 - * 2-time U.S. National Marathon Champion (1989 and 1991)
 - * Ranked second road racer in 1991 by Runners World Magazine behind Steve Kogo from Kenya
 - * 3rd fastest 10 mile time ever run by an American (46:32)
 - * 3rd fastest 25K time ever run by an American (1:14:42)
 - * 17th fastest 1/2 Marathon ever run by an American (1:01:47)

The 5th Annual SunTrust National Marathon and Half Marathon will be held Saturday, March 20, 2010. For more information, or to register for the SunTrust National Marathon, go to: www.nationalmarathon.com

About Greater Washington Sports Alliance:

Established in 2003, The Greater Washington Sports Alliance (GWSA) is a regional non-profit sports commission created to foster economic development and civic pride through the power of sports. GWSA's mission encompasses the attraction of sporting events to the region, the promotion of the regional professional, collegiate and amateur franchises, the support of youth investment organizations and the branding of Washington, D.C. as a world class sports destination. The Greater Washington Sports Alliance Internet address is <http://www.gwsportsalliance.com>.