



FOR IMMEDIATE RELEASE

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## **BNY Mellon named Finish Line Festival sponsor for the Waddell & Reed Kansas City Marathon with Ivy Funds**

KANSAS CITY, MO (April 28, 2014) – The Kansas City Sports Commission is thrilled to announce that BNY Mellon will be the official sponsor of the 2014 Finish Line Festival at the Waddell & Reed Kansas City Marathon with Ivy Funds on Saturday, October 18.

“We are so excited to have BNY Mellon as the official sponsor of this year’s Finish Line Festival,” said Sarah Dee, Director of Events. “Thank you to BNY Mellon for stepping up to be part of this great community event that is one of the fastest growing marathons in the country.”

Waddell & Reed has been the title sponsor of the Kansas City Marathon since 2005. This year marks the 10<sup>th</sup> anniversary of their commitment to this great community event. Since 2005, the Kansas City Marathon has grown by almost 60% with just over 12,000 participants in 2013.

“We’re very pleased to welcome BNY Mellon as a valued partner in our growing marathon,” said Thomas W. Butch, executive vice president of Waddell & Reed Financial, Inc., and CEO of Ivy Funds Distributor, Inc. “The entertainment, food and camaraderie around the Finish Line Festival combine to create a major draw for runners, volunteers and spectators from around the country. We greatly appreciate BNY Mellon’s invaluable support as we continue to enhance the experience.”

The Finish Line Festival takes place after the race in Washington Square Park and is a family-friendly event open to race participants, spectators and the general public. The festival goers will find plenty to satisfy their senses as the park will transform into a sea of smoked barbeque, live music and interactive entertainment. Participants will receive complimentary food including a barbeque sandwich as a celebration of their accomplishments. Food will be available for purchase for spectators and the general public.

“The Kansas City Marathon combines scenic views, challenging hills and excellent organization,” said Tim Keaney, BNY Mellon vice chairman and chief executive officer of investment services. “We are pleased to partner with Waddell & Reed to support this fine event, which has become one of the most popular marathons in the Midwest.”

### **About BNY Mellon**

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors, BNY Mellon delivers informed investment management and investment services in 35 countries and more than 100 markets. As of March 31, 2014, BNY Mellon had \$27.9 trillion in assets under custody and/or administration, and \$1.6 trillion in assets under management. BNY Mellon can act as a single point of contact for clients looking to create, trade, hold, manage, service, distribute or restructure investments. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). Additional information is available on [www.bnymellon.com](http://www.bnymellon.com), or follow us on Twitter @BNYMellon.

### **About The Kansas City Sports Commission and Foundation**

The Kansas City Sports Commission & Foundation benefits the Kansas City region through sports by creating, attracting and managing major sporting events for Kansas City. And, promote the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.

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