



FOR IMMEDIATE RELEASE

Contact: Marla Hanover  
Communications & Social Media Manager  
816.389.4188

## **Waddell & Reed Kansas City Marathon with Ivy Funds announces 2015 sponsors**

KANSAS CITY, MO (August 25, 2015) – The Waddell & Reed Kansas City Marathon with Ivy Funds announces several returning sponsors and new corporate sponsors for the 2015 race taking place on Saturday, October 17 including the partnership with title sponsor, Waddell & Reed, for the eleventh year in a row.

“We are excited to work with a variety of corporate sponsors for the 2015 Waddell & Reed Kansas City Marathon with Ivy Funds. It’s great to have all the support from new, as well as returning corporate sponsors this year, which includes in-kind donations,” said Sarah Dee, race director. “This race is an important community event and we appreciate the entire community’s support. We take pride in producing quality events and making our sponsors proud to be associated with these events.”

The Finish Line Festival presented by BNY Mellon will feature many components. New in 2015, **Seasons 52** will be providing food for the participants. This will include a choice of two different food options just for the participants. **Central States Beverage** is back to provide one free 8 oz. beer to participants 21 years of age or older. **Price Chopper** will again provide all the fruit at the finish line along with the chocolate milk for the full and half marathoners.

**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 June 30, 2015, BNY Mellon had \$28.6 trillion in assets under custody and/or administration, and \$1.7 trillion in assets under management. This year, BNY Mellon gave away nine complimentary entries to the general public as part of its participation in the Waddell & Reed Kansas City Marathon with Ivy Funds. [BNYMellon.com](http://BNYMellon.com)

**AMC Theatres** is a marathon sponsor for the second year in a row. Based in Leawood, KS, AMC has been a Kansas City area-based company since its founding in 1920. AMC has 350 theatres nationwide, including five in the Kansas City area, where it delivers its industry leading guest satisfaction ratings. AMC has a large contingency of employees who participate in the event, including more than 200 in 2014. [AMCTheatres.com](http://AMCTheatres.com)

**Blue Cross and Blue Shield of Kansas City (Blue KC)** has been a long-time sponsor of the event at varying levels. The company’s proximity to the Finish Line Festival presented by BNY Mellon makes them a strong partner. For three quarters of a century, Blue KC has been the health partner people can trust. Blue KC is a true leader in Kansas City – serving people in 32 counties of greater Kansas City and northwestern Missouri, including Johnson and Wyandotte Counties in Kansas. They offer strength and stability for today, and they have the vision to guide you toward a healthier tomorrow. This is why nearly one million people choose Blue KC more than any other provider. [BlueKC.com](http://BlueKC.com)

**Garmin**, whose headquarters is located in the Greater Kansas City area, is a new sponsor of the marathon. For more than 25 years, Garmin has pioneered new GPS navigation and wireless devices and applications that are designed for people who live an active lifestyle. Garmin serves five primary business units, including automotive, aviation, fitness, marine, and outdoor recreation. There are unique activation opportunities coming up to promote some of their latest fitness and activity tracking devices. [Garmin.com](http://Garmin.com)

**Truman Medical Center and UMKC School of Medicine** are the official medical provider. They have been providing this essential service to the event for many years. [Trumed.org](http://Trumed.org), [med.umkc.edu](http://med.umkc.edu)

### **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 promotes the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.



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