



FOR IMMEDIATE RELEASE

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## **BNY Mellon returns for a second year as the Finish Line Festival sponsor for the Waddell & Reed Kansas City Marathon with Ivy Funds**

KANSAS CITY, MO (July 6, 2015) – The Kansas City Sports Commission is thrilled to announce that BNY Mellon has returned for the second year in a row as the official sponsor of the 2015 Finish Line Festival at the Waddell & Reed Kansas City Marathon with Ivy Funds on Saturday, October 17.

“We are so excited to again have BNY Mellon as the official sponsor of the Finish Line Festival,” said Sarah Dee, Director of Events. “Thank you to BNY Mellon for committing multiple years of support for this community event that showcases the different districts.”

Waddell & Reed has been the title sponsor of the Kansas City Marathon since 2005. Since 2005, the Kansas City Marathon has grown by almost 60%. At the end of the race, participants will receive complimentary food and beer as a celebration of their accomplishments. The beer is provided by Central States Beverage Company. Official marathon merchandise apparel can be purchased from Ultramax, the official apparel partner, who uses print on demand technology as part of the green initiative.

“This challenging and entertaining event has become one of the most popular marathons in the Midwest,” said Daron Pearce, Managing Director, and Head of the Investment Managers Segment in Asset Servicing for BNY Mellon. “We expect that this year’s participants once again will benefit from the well-considered race course, the entertainment, and overall excellent organization of the event.”

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 celebration for the participants including live entertainment from the likes of local favorite, Iron Band, and others.

Also part of the morning, the Kids Zone is located on the west side of Washington Park and includes many activities for the entire family to enjoy. The Kids Marathon presented by Chik-fil-A for the benefit of Children’s Mercy will take place at 9:30 a.m. but there is plenty of festivities for the kids after the event.

For more information about the Marathon go to [www.kcmarathon.org](http://www.kcmarathon.org).

### **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, 2015, BNY Mellon had \$28.5 trillion in assets under custody and/or administration, and \$1.7 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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