

# Registration Up Over 50% for the Fourth Annual More Magazine Marathon and Half-Marathon, the Only Race for Women Over 40

***More* and New York Road Runners to Host More Than 4,500 Runners in Central Park on March 25th**

**New York, NY (January 30, 2007)**– For the fourth consecutive year, *More* is joining forces with the New York Road Runners for the *More* Magazine Marathon and Half-Marathon, the world's only marathon exclusively for women over 40. More than 4,500 women are expected to gather in Central Park on Sunday, March 25th for the race, sponsored by Speaking of Women's Health, St. Joseph's Aspirin and California Raisins. Current registration numbers show 50 percent more women signing up for the Marathon and Half-Marathon this year.

The full 26.2-mile *More* Magazine Marathon is open to individual female runners and walkers age 40 and up. Women under 40 can participate in the *More* Magazine Half-Marathon or healthwalk as part of a two-person team. Only one member of the team must be 40+, and each woman runs/walks 13.1 miles. Runners who need partners can find help at [www.more.com/marathon](http://www.more.com/marathon).

"For the past three years, we have hosted thousands of extraordinary women at the Marathon and Half-Marathon and given them a forum to celebrate their strength by completing a physical and mental feat," commented Peggy Northrop, editor-in-chief of *More*, published by Meredith Corporation (NYSE: MDP). "Many of our readers are life-long runners and others are challenging themselves as first-time marathoners after 40. It's truly inspiring to watch them set personal bests but also hold hands across the finish line."

There will also be a two-day *More* Magazine Marathon and Half-Marathon Health and Wellness Expo at the Metropolitan Pavilion (110 W 19th St) during the weekend leading up to the main event. The Health and Wellness Expo on Friday, March 23rd and Saturday, 24th will feature health screenings and fitness seminars, product sampling, sweepstakes and more. In addition, weekend events will include a special preview screening of Molly Shannon's new film "Year of the Dog," and a chance for participants to load up on energy-boosting carbs at the pasta party at Tavern on the Green the evening before the race.

Women's running pioneers Grete Waitz, Olympic silver medalist and 9-time winner of the New York City Marathon, and Kathrine Switzer, who broke the gender barrier as the first woman to run the Boston Marathon, and winner of the 1974 New York City Marathon, will serve as race spokeswomen.

For more details or to register for a race bib and, please visit [www.more.com/marathon](http://www.more.com/marathon) or [www.nyrr.org/races/2007/more](http://www.nyrr.org/races/2007/more). Also, read *More* Health Director Stephanie Young's Training Blog on [www.more.com/marathon](http://www.more.com/marathon).

## **About *More***

Launched in September 1998, critically acclaimed *More* magazine is the only lifestyle publication that celebrates women in their 40s and 50s. Designed to make today's 40+ women look and feel better than ever, *More* features successful women who are still turning heads and making news. Each issue covers beauty and fashion shown on models who are over 40, and *More*'s articles on health, relationships, travel, and money are angled toward a seasoned, sophisticated audience. *More* is published 10 times a year by Meredith Corporation. Its circulation of 1.1 million reaches a readership of 4.4 million. *More* was recently named 2006 Magazine of the Year by *Ad Age* and also landed on the publication's "A List" of Top 10 magazines in 2003 and 2005. Also, *Adweek* named *More* to its

2006 "Hot List," *Capell's Circulation Report* honored *More* as one of the Top 10 Newsstand Performers in 2006, and *Media* named *More* the "Best Women's Lifestyle Magazine" of 2004. Visit [www.more.com](http://www.more.com).

**About New York Road Runners**

New York Road Runners, soon to celebrate its 50th anniversary, is dedicated to promoting the sport of distance running, enhancing health and fitness for all, and responding to community needs. Our road races and other fitness programs draw upwards of 300,000 runners annually, and together with our magazine and website support and promote professional and recreational running. A staff of 60, assisted by thousands of volunteers, stages the ING New York City Marathon, as well as a road race nearly every weekend plus many track and cross country events. NYRR's home base in New York, and its lifelong identification with Central Park, have given many of its events iconic status, attracting the world's top professional runners. Our youth programs provide running to 15,000 New York City schoolchildren who would otherwise have few or no fitness opportunities. For more information visit [www.nyrr.org](http://www.nyrr.org).

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