



FOR IMMEDIATE RELEASE

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New Year – New Partner – New Logo for the Kansas City Marathon!

KANSAS CITY, MO (January 16, 2019) – The Kansas City Marathon Presented by [Garmin](#) is excited to announce a new partnership with [goodr](#)® – one of the hottest brands in the running industry. goodr manufactures fun, functional, fashionable, affordable running sunglasses that do not sacrifice quality. Runner's World named goodr "Gear of the Year" in 2016 and 2018. They look great – fit great – and won't slip or bounce while you are running.

In addition to the participant shirt and finishers medal, all athletes who register for the full and half-marathon distances will receive a FREE pair of Kansas City Marathon branded goodr sunglasses (valued at \$25). 5K and 10K participants will also have the option to purchase this commemorative item during online registration only.

“One of our main goals is to collaborate with the best, most innovative running brands out there so we can provide our participants with a fun and unique experience, and goodr definitely aligns with that approach,” says Dave Borchardt, Kansas City Marathon Race Director.

“Squawk, squawwwwk, squawwwwwwwk!” Carl the Flamingo and CEO of goodr spoke about the partnership. Jake Jendusa, Carl's interpreter and Master of Co-Brand at goodr says, “Carl wishes to express his excitement for our partnership with the Kansas City Marathon. This is a truly unique race, and we are stoked to partner in a big way! He hopes that someone will finally heed his deepest wish to be showered with shrimp upon crossing the finish line.”

These sunglasses will be available *exclusively* to 2019 Kansas City Marathon participants. Follow our social media channels for the reveal of the co-branded design in the coming weeks.

We are also “jazzed” to unveil our 2019 Kansas City Marathon logo. It has been said that while New Orleans was the birthplace of jazz, “America's music” grew up in Kansas City. The 2019 logo is a fun, festive celebration of that great heritage.

Don't miss the Kansas City Marathon Presented by Garmin on **Saturday, October 19**. Visit [KCMarathon.org](#) for detailed race information – and to register.



About The Kansas City Sports Commission and Foundation

The mission of the Kansas City Sports Commission & Foundation is to drive Kansas City's overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region, with the vision of making a better Kansas City through Sports. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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