



NEWS RELEASE

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Contact: Kevin M. Gray
816-474-4652, ext. 223

MARATHON RETURNS TO KANSAS CITY

The Humana River Crown Plaza Marathon Set For Saturday, November 2, 2002

(Kansas City, Missouri) - The Greater Kansas City Sports Commission and Foundation and the City of Kansas City, Missouri announced today that the premier running event for Kansas City is returning in 2002.

"We are delighted that Humana has stepped forward to become the presenting sponsor of our premier running event," said Bill Hall, Chair of the Greater Kansas City Sports Commission and Foundation. "We have been dedicated to finding a sponsor for the event." The arrangement between the Sports Commission and Humana is for three years.

Humana Inc., headquartered in Louisville, Kentucky, is one of the nation's largest publicly traded health services companies, with approximately 6.5 million medical members located primarily in 18 states.

The Sports Commission and Bridging the Gap approached Mayor Kay Barnes and Neighborhood Advocate, Donovan Mouton with the concept. "The timing was good because Mayor Barnes has highlighted the River Crown Plaza concept since she was elected and it made perfect sense to try and incorporate some of the key neighborhoods with her vision for economic development," said Kevin M. Gray, President of the Greater Kansas City Sports Commission and Foundation. The Marathon will start at 14th and Broadway and proceed East and include Buck O'Neil Way & 18th and Vine, Cliff Drive and proceed South to 47th Street and then North back to the finish line at 14th and Broadway (a map is enclosed).

For the first time in Marathon history, the event will be held on a Saturday. "One of the challenges our community has had with our Marathon is the fact that we have to work around the Chiefs official schedule, the Marathon Executive Committee hasn't been able to formally announce the event until after the Chiefs schedule is posted. Gray said, "Now we can essentially market the event year-around, which we think will pay dividends for the overall success of the event in the future."

The charitable beneficiary for the event will be the Community Blood Center of Greater Kansas City. "We wanted to select a beneficiary that was health related and somehow tied in with the proximity of the Marathon," said John Wiesler, Vice President of Commercial Sales for Humana. "Humana feels that being a good corporate citizen is as important as good health and well being."

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PROMOTING KANSAS CITY THROUGH SPORTS