



Officials unveil the new Wellstone's Dallas White Rock Marathon logo at a Tuesday (Aug. 29) press conference at the Texas Scottish Rite Hospital For Children in Dallas.

White Rock has title sponsor



White Rock Marathon officials announced Tuesday morning (Aug. 29) that Wellstone has become the event's first title sponsor. Wellstone, based in Atlanta, builds communities where, as described in a news handout, residents can live an active and worry-free lifestyle.



Wellstone is building Craig Ranch in McKinney. This community will include 200 ranch-style condominium homes, a Tournament Players Club golf course and the 75,000-foot Cooper Aerobics Center.

Chuck Dannis (pictured), chairman of the now Wellstone's Dallas White Rock Marathon, said the long-term seven-figure agreement will secure the marathon's

status as one of the top events in the country and boost the event's support for its primary beneficiary, Texas Scottish Rite Hospital For Children.

Pictured above are (from left) Phil Costner, vice president of research and development and culinary services for T.G.I. Friday's, which introduced nine healthy meals and will be the official food sponsor for the event; Rusty Criminger, sales and marketing director of Wellstone Communities; Kelsey Andrews, 12, this year's junior race director; Chuck Dannis; Cody McCasland, 4, the 2004 junior race director; Bob Walker, executive vice president and administrator for the hospital; Laura Miller, mayor of Dallas; John Lowery, president and CEO of Wellstone Communities; and Dr. Kenneth Cooper. They're wearing sleeveless jackets with the event's new name.

There was no mention of increased prize money, but officials predicted the event will grow to be among the top events in the nation with the support of the title sponsor.

Some comments from the dignitaries

Laura Miller: "When I was first elected mayor, as you'll recall, *Men's Fitness Magazine* said we're the third fattest city in America. Well, we've slipped down to the sixth fattest, and that's pretty good. But now that we have a name like *Wellstone* linked to the *White Rock Marathon*, I'm sure we'll fall off the list this year."



"I'm looking forward to the race. It's bittersweet for me. I've done the Mayor's Race five years in a row and I hope it continues after I leave (as mayor). But the good news is now that I'm leaving politics, maybe next year I'll run the marathon." Miller, an active runner who started the Mayor's Race, has said she won't seek re-

election and is serving out the rest of her term, which ends in June 2007.

Chuck Dannis: ``A couple of years ago we added our mission statement to the White Rock Marathon and that is great race, great city and great cause. And those are the talking points we used, and whenever I went to try to find a sponsorship partner, and I used the word partner on this. And I said you have to make the three legs of our platform stronger or we're not going to be interested in talking to you. We're not interested in pure dollars, we're not interested in trying to grab a brand. We want you to be our partner. And, this has always been a top 10 race in the world. What we have lacked and what we didn't seek at this point....this has always been a runner's race. Runners consider this one of the best races in the world....and we're the largest marathon in the world with an all-volunteer board.....we do this from the heart and not from the wallet."

About having lunch with Rusty Criminger, director of marketing for Wellstone Communities, and Bob Walker, executive vice president and administrator at Texas Scottish Rite Hospital For Children: ``We talked about the philosophy, and Rusty said, `Well, I've had my people look at it ...and it fits what we're trying to do. But let me tell you about the three points of your platform...first is the race. I get the race. I understand the race. You guys have spent 35 years building a brand race. People from around the world recognize it, but what it needs is a little marketing power. If we can help you with the marketing of this, that's fine, but we're not going to run your race. You guys do a great job. It's a great race. Everybody understands that....what Wellstone is about is community and about cause....When Wellstone comes into a community....we want to be part of the community. We want to do the right thing.We understand what the hospital does. This is a great cause, and we understand that. ... We're in.'

“Those were the two greatest words I think I've heard in a long time....They're going to be a partner for all the right reasons.”

Rusty Criminger: “When we were introduced to this, as far as I was concerned, it was a no-brainer. This is the kind of thing that is important to us as a company; it's important to us as individuals within the company. The heritage of our company is based in doing the right thing. Community involvement is something that's important to us on different levels, including we're into building communities that support wellness, fitness, health and a better way of life.”

Dr. Ken Cooper
(founder of White Rock Marathon with Tal Morrison in 1971): “Only 82 people ran the first White Rock Marathon. We had the awards ceremony at Winfrey Point...I never dreamed it would become what it is today....(With Wellstone's sponsorship) we will bring the marathon (to be) among the top five (in the world).”

