

## **SUBWAY® restaurants announces renewed sponsorship of the Scheels Fargo Marathon, national spokesman to be part of festivities**

**FARGO (February 18, 2008)** – Fargo Marathon, Inc. announced today that SUBWAY® restaurants is an Official Sponsor of the 2008 Scheels Fargo Marathon. SUBWAY® restaurants has approximately 52 stores in eastern North Dakota and northwestern Minnesota. The 4th Running of the Scheels Fargo Marathon takes place on May 17, 2008. There are currently over 2,700 participants registered for five different running events held in conjunction with the Fargo Marathon. The total number of registrants in 2007 was just over 9,000.

The Fargo Marathon pre-race events will get underway May 16th with a Health Expo, Pre-Race Pasta Feed and Packet Pick-Up at the FargoDome. The running events, which include a Youth Run, 5K, Marathon Relay, Half Marathon and full Marathon will all be held on Saturday, May 17<sup>th</sup> at the FargoDome.

As a part of the company's sponsorship, SUBWAY® restaurants will provide financial support, marketing and promotional assistance, and race weekend food donations.

**Jared Fogle**, who has appeared in national television ads for SUBWAY® restaurants, will take part in the Marathon festivities. Fogle is known for losing 245 pounds by sticking to a diet of Subway sandwiches for almost a year. 2008 marks the 10<sup>th</sup> anniversary of the spokesman's weight loss accomplishment. The 10<sup>th</sup> Anniversary called "Tour de Pants" will visit 12 cities in the next six months giving Jared fans one last chance to see his size 60 pants before they retire.

"We are very excited about having SUBWAY® restaurants as a partner of the Fargo Marathon," said Mark Knutson, Executive Director of Fargo Marathon, Inc. "The company's focus on a healthy lifestyle is completely in line with our goals, and following a healthy diet is where it all begins."

For information about the Fargo Marathon, call 1-888-RUN-FARGO or visit [www.fargomarathon.com](http://www.fargomarathon.com) for details.

### **Volunteer Opportunities**

The Fargo Marathon Volunteer Registration System for the 2008 Fargo Marathon is open. Those interested in volunteering can sign-up by going to [www.fargomarathon.com](http://www.fargomarathon.com). The Fargo Marathon is looking for volunteers to help in a variety of areas, including traffic control, registration assistance and course setup..

*Fargo Marathon, Inc. is a not-for-profit organization, which has become one of the largest running events in the Midwest. The mission of the Fargo Marathon is to continuously strive to promote a friendly and fun event dedicated to the participants, the volunteers, spectators and our chosen charities. We firmly believe that physical fitness should not be a choice, but rather, a part of life for all people of all ages.*

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