

MEDIA ADVISORY

SPirit OF THE MARATHON

WHEN YOU CROSS THE FINISH LINE IT WILL CHANGE YOUR LIFE FOREVER



NCM **FATHOM**



WMG
WASSERMAN MEDIA GROUP

ENCORE PRESENTATION OF POIGNANT DOCUMENTARY “SPIRIT OF THE MARATHON” ADDED TO SPECIAL THEATRICAL EVENT

WHAT: Due to popular demand, **“Spirit of the Marathon”** will be shown in select movie theatres nationwide a **second night** on Thursday, February 21st.

More than a sports event, **“Spirit of the Marathon”** follows six runners’ journeys as they prepare for and ultimately face the challenge of the Chicago Marathon.

WHEN: **Thursday, February 21st at 7:30 p.m. local time** in more than 200 AMC Entertainment Inc., Cinemark USA Inc., Goodrich Quality Theaters, Marcus Theatres, and Regal Entertainment Group movie theatres through NCM’s Digital Broadcast Network.

Tickets for the Encore presentation will be available Friday, January 25th at presenting theatre box offices and online at www.FathomEvents.com. For a complete list of presenting theatre locations, please visit the website (*theatres are subject to change*).

WHO: National CineMedia’s (NCM) Fathom, in partnership with Active.com, and Wasserman Media Group, presents **“Spirit of the Marathon”** on the big screen in high definition with Cinema Surround Sound on January 24th and again on February 21st.

“Spirit of the Marathon” is the collaborative effort of three-time Academy Award winner Mark Jonathan Harris, Telly Award winner and marathon runner Jon Dunham and producer/marathoner Gwendolen Twist. Runners and non-runners alike will enjoy a “Behind-the-Scenes” featurette that includes interviews with the director and producers, dramatic race footage, as well as a Q&A session with Olympians Deena Kastor and Ryan Hall in a 2008 Olympics preview.

###

MEDIA CONTACTS:

Michelle Portillo or Amy Jane Finnerty
National CineMedia
(303) 792-8651 / (212) 931-8117
michelle.portillo@ncm.com / amy.finnerty@ncm.com

Hannah Kampf or Eve Samuels
Scoop Marketing for **National CineMedia**
(213) 639-6159 / (213) 639-6166
hkampf@solters.com / esamuels@solters.com

Tina Wilmott
The Active Network
(858) 964-3813
tina.wilmott@active.com

Melissa Leggett
Spirit of the Marathon (Land of the Gods LLC)
(213) 625-1801
mleggett@calico1880.com

Lauren Smith
Wasserman Media Group
(310) 407-0293
lsmith@wmgllc.com