



# LOS ANGELES MARATHON

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**RACE  
PROGRAM**  
MARCH 20, 2022



The  
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## Think completing the 37th annual Los Angeles Marathon presented by ASICS isn't quite enough of a challenge?

Quincy Cass Associates is celebrating its 100th year here in Los Angeles by offering an extra level of competition just for the elite runners who want to prove they have what it takes.

The 2022 Marathon will include an exciting 26.2-mile race-within-a-race, set to play out live on local television KTLA Channel 5, as well as streaming on KTLA.com and KTLA+ digital mediums. The fastest runners will complete the thrilling course in a head-to-head challenge, with both women's and men's elite fields set to cross the finish line within moments of one another, for a chance at a \$10,000 bonus prize.

CEO Mark Minichiello said Quincy Cass Associates, a registered broker/dealer and member of FINRA and SIPC, wanted to celebrate 100 years in Los Angeles by giving back to the community.

"We are local — geographically specific to the LA community," Minichiello said. "And although we have clients all over the country, our primary purpose is to help support locals and small businesses. I'm hoping that Angelenos know that we take pride in our city."

The oldest independent financial firm in Southern California, founder Quincy Cass started his eponymous firm with a \$20,000 loan in 1922, 34 years after arriving in Los Angeles via wagon train as a young boy with his family.

Since then, Quincy Cass has been trusted by generations of Los Angeles families to manage their investments; with no advertising, Quincy Cass Associates has grown wealth for 100 years through pure reputation, hard work and word of mouth. Minichiello said through sponsoring events like the Marathon, Quincy Cass continues to build its legacy as a Los Angeles institution.

The Quincy Cass Associates Marathon Challenge is also near and

dear to Minichiello's heart — the CEO is a longtime runner and, for five years, served as Head Coach of the Los Angeles Road Runners. His first LA Marathon was in 2011 — "the year of the great monsoon," Minichiello laughed — and he's been hooked ever since.

"I am absolutely thrilled and over the moon that we can sponsor the Marathon; it's near and dear to my heart," Minichiello said. "Los Angeles Marathon is a destination marathon like no other. You run through Downtown, Disney Hall; you run through Echo Park; you run Hollywood and Vine; you pass Grauman's Chinese Theatre; you run down Rodeo Drive. It's so unique of a course, and I loved it. I love being part of the training program. And, for me, being able to be a sponsor for this event? You know, it's almost like a dream come true."

To facilitate the Quincy Cass Associates Marathon Challenge, the women's elite starting time will be set based on the expected men's and women's winning times estimated at approximately 18-minutes. This head start on the men's elite field should put the top female and top male runners within seconds of each other heading into the final mile.

Longtime participants may recognize the thrilling race to the finish line: The Quincy Cass Associates Marathon Challenge revives a competition between the women's and men's elite runners in the Los Angeles Marathon that existed under various names from 2004-14. During that 11-year span, women held a 7-4 advantage over the men.

Though Minichiello will not be running this year's Marathon, he'll be cheering on participants at Mile 17 and again at the finish line, offering his enthusiastic support for the runners.

Driving toward first place is nothing new for the 100-year-old firm; Minichiello said Quincy Cass operates under the motto: "client first, everything else second."



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