



**LOS ANGELES
MARATHON**

PRESENTED BY **asics**

PRESS RELEASE

Quincy Cass Associates Marathon Challenge to Highlight Elite Runners of 2022 Los Angeles Marathon

37th annual Los Angeles Marathon presented by ASICS set for Sunday, March 20

Los Angeles, CA (February 9, 2022) — The 2022 **Los Angeles Marathon presented by ASICS** is proud to announce the return of the **Quincy Cass Associates Marathon Challenge**, an exciting 26.2-mile race-within-a-race competition that will highlight the talented runners of the women’s and men’s elite fields in an all-out duel to the finish line. The 37th running of the Los Angeles Marathon will be held on Sunday, March 20 from **Dodger Stadium** to **Century City**.

The Quincy Cass Associates Marathon Challenge will provide a special winner-take-all competition among the elite runners that will play out live on local television KTLA Channel 5, as well as streaming on KTLA.com and KTLA+ digital mediums. To facilitate the 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. The first runner to reach the finish line will receive a \$10,000 bonus.

The Quincy Cass Associates Marathon Challenge revives the competition between the women’s and men’s elite runners in the Los Angeles Marathon that existed under various names from 2004-2014. During that 11-year span, women held a 7-4 advantage over the men.

“We’re thrilled to help bring back this exciting element to the Los Angeles Marathon,” says Quincy Cass Associates CEO **Mark Minichiello**. “It highlights the talented runners of both the women’s and men’s fields pursuing their high-performance goals, but what makes it really exciting is that anyone can win it.”

Quincy Cass Associates is the oldest independent financial firm in Los Angeles. Founded in 1922, it is celebrating its 100th anniversary this year. Minichiello, who has been affiliated with Quincy Cass Associates since 2004, is a dedicated runner, coach and volunteer who has run the Los Angeles Marathon several times, served as a USATF-certified coach of the LA Road Runners and helped runners reach their running goals as a marathon pace leader.

“To mark our 100th anniversary in Los Angeles we wanted to give back to the community that has given Quincy Cass Associates so much through the years,” Minichiello says. “I have a deep fondness for the Los Angeles Marathon, and hope the Quincy Cass Associates Marathon Challenge will be the beginning of a new legacy of excitement for runners and fans of the Los Angeles Marathon.”

The Los Angeles Marathon presented by ASICS is operated by **The McCourt Foundation**. Since 1992, The McCourt Foundation (TMF) has been an organization whose mission is to empower individuals and communities to build a healthier world and make a difference through the support of neurology research, hosting educational forums, and using its events as a platform to raise funds for charity partners.

“The Quincy Cass Associates Marathon Challenge revives an exciting aspect of the elite competition of the Los Angeles Marathon,” says **Murphy Reinschreiber**, the Marathon’s Chief Operating Officer. “We hope this will serve as a platform for increased competition and interest, as well as a way to inspire runners of all ages and abilities.”

The Quincy Cass Associates Marathon Challenge will supplement the Marathon’s prize purse by offering \$10,000 to the first runner – male or female – to cross the race’s finish line in Century City. Elite Age Group runners starting with the pros are eligible to win prize money including the The Quincy Cass Associates Marathon Challenge. Runners interested in starting in the women’s or men’s elite fields should email the race at registration@losangelesmarathon.com.

For more information about the 2022 Los Angeles Marathon presented by ASICS or to register for the event, visit LAmarathon.com.

About Quincy Cass Associates, Inc.

Quincy Cass Associates, Inc., (QCA) founded in 1922, is a registered broker/dealer and a member of FINRA (www.finra.org) and SIPC (www.sipc.org). QCA has been assisting individual investors, high net worth families, and small businesses since its inception. Together with Quincy Cass Associates wholly owned subsidiary QCA Capital Management, Inc. a SEC-registered investment adviser is able to provide a full range of investment services. For more information, please visit quincycass.com.

About The McCourt Foundation

The McCourt Foundation (TMF) is a 501c3 organization committed to building a healthier world through research, partnerships, and education. TMF empowers individuals and communities to make a difference through its events and educational forums. Now in LA and Boston, we have expanded our giving capacity and overall impact from coast to coast.

Since 1992 when the McCourt brothers organized a road race to honor their father who battled Multiple Sclerosis, TMF committed itself to enhance the lives of patients and families affected by neurological diseases (MS, ALS, Alzheimer's, and Parkinson's). From this single fund-raising event, TMF has expanded its Mission to include youth health & wellness and other health challenges, and its world-class portfolio of events to include the Los Angeles Marathon presented by ASICS, LA Big 5k, Rose Bowl Half Marathon & 5K, Santa Monica Classic 5K/10K, Boston Waterfront 5K, Tour de South Shore, the McCourt Gala & Auction, and the Educational Update. These nine community events engage more than 100,000 participants each year and are expertly leveraged by TMF to drive impact. For more information, please visit mccourtfoundation.org.

Contact:

Dan Cruz, 619.925.7671
press@mccourtfoundation.com

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