



Fitness Facts

Supporting Youth Fitness Programs And A Run For Something Better

(NAPSA)—In the sport of distance running, orange is in.

At this year's ING New York City Marathon, ING, a global financial services company, used orange shoelaces to tie its premiere road race sponsorships to communities. Runners and non-runners alike laced up their sneakers with ING Run For Something Better orange shoelaces and took to the streets to support children's physical fitness.

The orange shoelaces were given to individuals who made a donation of \$10 or more to the Run For Something Better charitable fund, which supports youth running programs.

Wearing their laces on race day was an easy and visible way for everyone to show their support, whether competing or cheering.

Plans are in place to expand the fundraising program to the ING Bay to Breakers 12K in San Francisco, the ING Georgia Marathon in Atlanta and the ING Miami Marathon in 2007.

Money raised through the Run For Something Better will be used to fund local programs that help kids be strong, fit and healthy, including running training programs in those race communities.

The company worked with New York Road Runners to create the Run For Something Better in 2003 as the charitable companion to its title sponsorship of the ING New York City Marathon.



Orange is in for runners. Wearing orange shoelaces on race day can be an easy and visible way to show support for a charitable physical fitness program.

The program is a way to introduce youths to the sport of running and the advantages of being fit and healthy, as well as a way to help support the communities where the company sponsors running events.

Since the creation of the program, the company has donated nearly three-quarters of a million dollars in New York and Miami and has committed an additional \$500,000 per year to support running programs in cities where it sponsors races.

In New York City, the program benefits youth running programs that help make running a year-round component in the lives of over 6,000 children through school-based initiatives provided by the New York Road Runners Foundation and summer track and field programs through the City Parks Foundation.

With dedication, running builds stronger bodies and minds, and can help build better communities. The financial services company sees the parallels between distance running and financial planning.

It's about starting small, setting goals, continuously improving and staying committed for the long run.

"The company's commitment to the sport of running has led to its sponsorship of some of the best-known races in the country, building connections with communities and staying committed to helping children be fit and get a healthy start in life," says Toby Hoden, chief marketing officer, ING.

In keeping with the company's commitment supporting teachers and education, it also sponsors the ING Unsung Heroes® program, which recognizes those classroom heroes who take teaching to new heights and make learning fun. Each year, the company presents 100 grants totaling \$240,000 to help fund innovative classroom projects nationwide.

ING is also the first-ever presenting sponsor of the National Teacher of the Year program, a project by the Council of Chief State School Officers.

To make a contribution to the ING Run For Something Better charitable fund, part of the ING Foundation, which is a registered 501(a) organization, visit www.ingrunforsomethingbetter.com.