Abbott Goes Extra Mile In Commitment To Helping People Live Healthy Lives As An Official Sponsor Of 2014 Bank Of America Chicago Marathon

ABBOTT PARK, Ill., Oct. 1, 2014 /PRNewswire/ -- Abbott (NYSE: ABT) today announced a new partnership with the 2014 Bank of America Chicago Marathon, underscoring the company's commitment to helping people achieve their goals through good health.

Abbott's presence throughout the event will include an interactive consumer experience at the pre-race Abbott Health & Fitness Expo, now renamed to reflect the company's strong partnership with the marathon. An expected 140,000 attendees will celebrate and share how living a healthy life helps them be extraordinary in everything they do.

For the 45,000 registered runners, Abbott's on-course support will add a new element to the Oct. 12 event. The company will rally its staff to help athletes race to their full potential through a dedicated Abbott cheer zone at mile 25 of the 26.2 mile course. In addition, runners will see inspirational messages from Abbott on highly visible billboards and signage at numerous iconic mile markers along the Chicago course.

"Marathon runners embody Abbott's fundamental mission: achieving their personal best through the enabling power of health," said Paul Magill, senior vice president and chief marketing officer, Abbott. "We're proud to support these inspiring athletes who will be running in Abbott's hometown."

"Training for and running 26.2 miles is an amazing accomplishment and a reflection of how we're capable of achieving anything when we're at our healthiest," said Carey Pinkowski, executive race director, Bank of America Chicago Marathon. "So it's very fitting that Abbott, a company with Chicago roots and a commitment to helping people achieve better health, will be an official sponsor of the Chicago Marathon."

About Bank of America Chicago Marathon

In its 37th year and a member of the World Marathon Majors, the Bank of America Chicago Marathon annually attracts 45,000 participants, including a world-class elite runner and wheelchair athlete field, and an estimated 1.7 million spectators. As a result of its national and international draw, the iconic race assists in raising millions of dollars for a variety of charitable causes while generating $253 million in annual economic impact to its host city, according to a report by the University of Illinois at Urbana-Champaign's Regional Economics Applications Laboratory (R.E.A.L.).

The 2014 Bank of America Chicago Marathon will start and finish in Grant Park beginning at 7:30 a.m. on Sunday, October 12. In advance of the race, a two-day Health & Fitness Expo will be held at McCormick Place Convention Center on Friday, October 10, and Saturday, October 11. For more information about the event and how to get involved, go to chicagomarathon.com.

About Abbott

Abbott is a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott serves people in more than 150 countries and employs approximately 69,000 people.

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