Abbott Celebrates The Power Of Health And Achievement As First-Ever Title Sponsor Of World Marathon Majors

SERIES WILL BE RENAMED ABBOTT WORLD MARATHON MAJORS STARTING IN 2015

ABBOTT PARK, Ill., Oct. 10, 2014 /PRNewswire/ -- Abbott (NYSE: ABT) and the World Marathon Majors announced a new partnership with Abbott becoming the race series' first-ever title sponsor. The series – comprising six of the largest and most renowned marathons in the world: Tokyo, Boston, Virgin Money London, BMW BERLIN, Bank of America Chicago and TCS New York City Marathon – will be renamed the Abbott World Marathon Majors starting in 2015.

Through the new global partnership, Abbott aims to create opportunities for the company to demonstrate and bring to life its core mission of helping people unlock all that life has to offer through the power of health. This mission will be expressed through the company's new brand line – "Life. To the Fullest." – as part of communications and branding efforts around each of the races.

"Abbott has always been about delivering the enabling power of health so that people – in all places, aspects and stages of life – can achieve more and live not just longer but better," said Paul Magill, senior vice president and chief marketing officer, Abbott. "Whether you're stepping out to walk or run your first mile or training to complete a marathon, good health is the starting point for accomplishing your best. This partnership is an important building block for us as we build our corporate identity around the world."

"As the global leader in elite and mass participation marathons, the World Marathon Majors shows how people – wherever they're from in the world – are capable of doing amazing things when they're at their healthiest," said Carey Pinkowski, Bank of America Chicago Marathon executive race director. "As a company that helps people around the globe achieve their goals through better health, Abbott is a natural fit as the first ever title sponsor of the World Marathon Majors."

"BMW BERLIN-MARATHON runners are unified in the sacrifices they've made just to get to the start line and their commitment to being the best they can be through good health," said BMW BERLIN-MARATHON race director, Mark Milde. "So we're excited to welcome Abbott, a company whose mission is to help people achieve their goals through better health, to the BMW BERLIN-MARATHON in 2015 as the title sponsor of the World Marathon Majors."

Abbott's race activation will include pre-race expo presence; Abbott employee engagement such as dedicated on-course cheer zones; and event and on-course signage.

ABOUT THE WORLD MARATHON MAJORS
Established in 2006, World Marathon Majors (WMM) is a race series comprised of the Tokyo, Boston, Virgin Money London, BMW BERLIN, Bank of America Chicago, and TCS New York City Marathons. In the years in which they are run, WMM also includes the IAAF World Championships and Olympic marathons. At the conclusion of each two-year cycle, WMM offers a $1 million prize purse to be divided equally between the top male and female marathoners in the world. The inaugural 2006-2007 Series was launched at the 110th Boston Marathon on April 17, 2006, and concluded at the New York City Marathon on November 4, 2007. The 2013-2014 series, the WMM's eighth two-year series, began with the Tokyo Marathon on February 24, 2013 and will conclude at the TCS New York City Marathon on November 2, 2014.

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.

Visit Abbott at www.abbott.com and on Facebook at www.facebook.com/Abbott or connect with us on Twitter at @AbbottGlobal and @AbbottNews.

SOURCE Abbott

For further information: Abbott Media: Scott Stoffel, (224) 668-5201, scott.stoffel@abbott.com, Tokyo Marathon: Ulala Nagashima, nagashima@tokyo42195.org, Boston Marathon: Jack Fleming, fleming@baa.org, Virgin Money London Marathon: Nicola Okey, nicolao@london-marathon.co.uk, BMW BERLIN-MARATHON: Thomas Steffens, thomas.steffens@scc-events.com, Bank of America Chicago Marathon: Alex Sawyer, alex.sawyer@bankofamerica.com, TCS New York City Marathon: Chris Weiller, cweiller@nyrr.org