



Bill Rancic Partners with Timex to Run the 2013 ING New York City Marathon

Will start race in last place; Timex donating to Fab-U-Wish for every runner Rancic passes

Middlebury, CT – (September 4, 2013) – Entrepreneur, author, TV personality, family-man and first-ever winner of NBC's *"The Apprentice,"* Bill Rancic announced today that he will be bringing his competitive drive back to the streets of New York City to take on the 2013 ING New York City Marathon on Sunday, November 3rd.

An entrepreneur at a young age, Bill Rancic is best known as the season one winner of NBC's *"The Apprentice"* and as co-executive producer and co-star of his top-rated reality show "Bill and Giuliana" with wife, Giuliana Rancic. Bill is also recognized for his work as a best-selling author of two books, "You're Hired" and "Beyond the Lemonade Stand."

Rancic will partner with Timex and train with the brand's next-generation GPS innovation, the TIMEX® IRONMAN® Run Trainer™ 2.0 GPS watch, which provides real-time pace, distance and heart rate data. Timex will train with Rancic to help him get in the best shape of his life, which will be key to reaching his goal – which is more than just running the marathon. On November 3rd, he will be the very last person to start the race and for every person he passes, Timex will donate \$1 to Giuliana's charity, [Fab-U-Wish](#), which grants wishes to women fighting breast and ovarian cancer.

"I have always enjoyed running and it has been a long-time dream of mine to race in the ING New York City Marathon," said Rancic. "Timex is allowing me to take my dream one step further by supporting my wife's charity, and raising awareness and much needed funds for those battling breast and ovarian cancer."

Timex will also supply Rancic with nationally-recognized Timex Multisport Team athlete, Chris Thomas, who will develop a specific training program for Bill. Thomas will advise and train with Bill through early November, when they cross the finish together at the race. Currently one of the top amateur triathletes in the world, Thomas' competitive accolades include: 2009 USA Triathlon Amateur Athlete of the Year, three-time Ironman 70.3 Age Group Champion (2008-2009, 2012), 10-time USA Triathlon All-American (2002-Present) and six-time finisher of the Ironman World Championship in Kona, HI.

"Over the past few years, we have seen the Rancic's show strength and character in the face of adversity," said Gary Cohen, President and Chief Executive Officer of Timex Group. "We are excited to support Bill, a long-time member of the running community, and, in turn, help him raise money for an incredible cause."

Timex, one of the world's largest watch companies, is the official timing sponsor and the Trusted Training Partner of the ING New York City Marathon. The brand's partnership with Bill Rancic follows past partnerships: in 2010 with former New York Giant's wide receiver, Amani Toomer and in 2011 with softball standout Jennie Finch, both of whom trained using TIMEX® IRONMAN® GPS watches, raising \$25,817 and \$30,394 respectively for NYRR Youth Programs. Last year, J.R. Martinez was training to race in the ING New York City Marathon before the race was cancelled due to the devastating effects of Hurricane Sandy.

Fans can follow Rancic's progress and view his GPS training logs on the [Timex Sports](#) Facebook Page, as well as @TimexSports and @BillRancic on Twitter. The Timex Ironman Run Trainer 2.0 watch is available for purchase in U.S. Sports Specialty retailers and on [www.Timex.com](#), priced from \$225 to \$275 (with Heart Rate Monitor chest strap).

About Timex Group

Timex Group designs, manufactures and markets innovative timepieces and jewelry globally. Founded in 1854, Timex is part of the Timex Group, a privately-held company with numerous brands and more than 5,000 employees worldwide. It is one of the largest watch makers in the world with companies and exclusive licenses worldwide.

About NYRR

New York Road Runners was founded in 1958 when a small group of passionate runners vowed to bring running to the people. Over the past 55 years, NYRR has grown from a local running club to the world's premier community running organization. NYRR's mission is to empower everyone, of all ages and abilities—beginners and competitive athletes, the young and the elderly, adult professionals and underserved schoolchildren—to improve their health and well-being through the power of running and fitness.

NYRR's races, community events, instruction and training resources, and youth programs give hundreds of thousands of people each year the motivation, know-how, and opportunity to start running and keep running for life. NYRR's premier event, the famed ING New York City Marathon, attracts the world's top pro runners and committed amateurs alike while also raising millions of dollars annually for charity and driving economic impact for the City. But NYRR is equally committed to the runners of tomorrow, passionately providing youth fitness programs that educate and inspire more than 150,000 kids in underserved communities in New York City, all 50 states, and around the world.

Headquartered in New York City, NYRR implements a unique nonprofit model that teams contributed and earned income to make all its efforts possible. To learn more, please visit www.nyrr.org.

About the ING New York City Marathon

NYRR's premier event, the ING New York City Marathon is the most loved and most inclusive marathon in the world, attracting elite athletes and recreational runners alike for the challenge and thrill of a lifetime. The race has grown tremendously since it began in 1970 with just 127 runners racing four laps of Central Park. Now, some 48,000 participants from all over the globe flock to New York City every November for an adrenaline-filled road tour of all five boroughs, starting on Staten Island at the foot of the Verrazano-Narrows Bridge and ending in Central Park. Some run for prize money or bragging rights, others for charity or their personal best. All are cheered on by more than two million live spectators and a TV audience of 330 million.

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