

Continental Extends its Run with the Mississippi Blues Marathon

- **Continental commits to three-year partnership with Mississippi Blues Marathon**
- **12th Annual event will be held on Saturday, January 26, 2019**
- **Registration is open to marathoners, first-time racers, and walkers**

Clinton, Miss. October 3, 2018 – Continental, the leading technology company and premier tire manufacturer, has signed on to be the Presenting Sponsor of the Mississippi Blues Marathon through 2021. The partnership will kick-off with the 12th Annual Mississippi Blues Marathon on Saturday, January 26 in Jackson, Mississippi.

“We see this partnership as a victory for Continental and the Mississippi Blues Marathon,” said Michael Egner, Continental Tire Clinton Project Manager. “Continental gets to continue its tradition of championing mobility and the marathon officials have a trusted partner for the next three years. We are happy to support an event that unifies the community and shines a positive light on our new home, Mississippi.”

The Mississippi Blues Marathon attracts thousands of runners and supporters from across the world, all 50 states and 15 countries. Registration is open to marathoners, first-time racers and walkers with five competitive courses filled with live music: Marathon, Half-marathon, Quarter-note, Relay, and 5K. A portion of the proceeds from the marathon go to the Mississippi Blues Commission’s Musicians Benevolent fund.

Continental has been a long-time supporter of running events such as the HAJ Hanover Marathon in Germany where thousands of employees compete annually. Continental will also host its 2nd Annual 5k in Mt. Vernon, IL.

To register for the race or find out more information, visit www.msbluesmarathon.com.

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Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2017, Continental generated sales of €44 billion and currently employs more than 243,000 people in 60 countries.

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The Tire Division has 24 production and development locations worldwide. As one of the leading tire manufacturers with around 54,000 employees, the division posted sales of €1.3 billion in 2017. Continental ranks among the technology leaders in tire production and offers a broad product range for passenger cars, commercial vehicles and two-wheelers. Through continuous investment in R&D, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The Tire division's portfolio includes services for the tire trade and for fleet applications, as well as digital management systems for commercial vehicle tires.

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