



**FOR IMMEDIATE RELEASE**

Thursday, April 11, 2013

## **FORMER NY GIANT GEORGE MARTIN JOINS 9/11 MEMORIAL 5K RUN/WALK**

*Become a 5K Virtual Runner and Participate From Anywhere*

**(New York) April 11, 2013** – New York Giants legend George Martin has joined the inaugural 9/11 Memorial 5K Run/Walk and Family Day on April 21 in lower Manhattan. Martin, who completed a 9/11 charity walk from New York to California, is walking in the 5K to underscore the importance of public service and to support the National September 11 Memorial & Museum.

Registration for the 5K Run/Walk has sold out. But you can still sign up to become a Virtual Runner, which allows anyone to participate no matter where they are. Those who register as a Virtual Runner or supporter will be automatically entered for a chance to win a trip to New York City and a guided tour of the 9/11 Memorial. Learn more at [www.911memorial.org/5K](http://www.911memorial.org/5K).

“We are proud to have George Martin’s support for the 9/11 Memorial 5K Run/Walk,” 9/11 Memorial President Joe Daniels said. “His commitment, determination, and compassion are emblematic of how we came together in the aftermath of 9/11.”

“The men and women who responded when duty called at Ground Zero are true American heroes,” said George Martin, founder and president of a Journey for 9/11. “Police, firefighters and emergency personnel raced towards the danger instead of away from it. It’s against human nature to run into danger, but those heroes did just that.”

From the fall of 2007 to the summer of 2008, Martin walked more than 3,000 miles from New York to California. The former NFL defensive end embarked on “a Journey for 9/11” to help raise money to provide healthcare for sickened 9/11 responders. To help preserve his story, he donated to the 9/11 Memorial Museum’s collection a pair of tennis shoes he wore during his coast-to-coast charity walk.

“The Daily Show” host Jon Stewart is serving as honorary chairman of the 5K Run/Walk and Family Day, an event intended to support the Memorial and Museum and encourage volunteerism in honor of the victims of 9/11.

The initial gathering point for the Run/Walk is 7:30 a.m. at Pier 57 in Hudson River Park at 15th Street. Start times for runners are 8:40 a.m. and 8:50 a.m. Walkers begin at 9 a.m.

**NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM**

ONE LIBERTY PLAZA, 20TH FLOOR, NEW YORK, NY 10006 P: 212-312-8800 F: 212-227-7931

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The 5K route includes places of significance in 9/11 history such as "Point Thank You," where people gathered along West Street to cheer and thank 9/11 rescue and recovery workers as they headed to Ground Zero.

The Family Day portion of the event is from 10 a.m. to 3 p.m. on Vesey Street between Church Street and Broadway, in front of the [9/11 Memorial Preview Site](#). This free community event will include activities for all ages. Registration is not required for Family Day. Food and refreshments will also be available.

Cindy Vero, the co-host of 103.5 KTU Morning Show, and Jim Kerr, the host of Q104.3's Rock' n Roll Morning Show, will be master of ceremonies at Family Day.

All funds raised through participation in the 9/11 Memorial Run/Walk and Family Day will support the 9/11 Memorial, a private nonprofit.

The 9/11 Memorial would like to thank the following event sponsors: Abigail Kirsch, AOL, BBDO, Bloomberg LP, BNY Mellon, Brookfield, Brooks Brothers, Clear Channel Media and Entertainment New York, Clear Channel Outdoor, DuPont Industrial Biosciences, Edelman, Hoon Designs, Hudson River Park Trust and Hudson River Park Trust's Pier 57, Hugh L. Carey Battery Park City Authority, JetBlue Airways, KBW, Ketchum, The Lukens Company, Metro New York, MSNBC, Napoli Bern LLP, NCM Media Networks, New York City Department of Environmental Protection, NYC Pepsi Cola Bottlers, New York Life, The Paul E. Singer Foundation, Radian Group Inc., Sharp Electronics Corporation, Stifel, WCBS Newsradio 880, W New York - Downtown, Whole Foods Market Tribeca and 1010 WINS.

For more information on sponsors and for sponsorship opportunities, email [5krun@911memorial.org](mailto:5krun@911memorial.org).

## **ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM**

The National September 11 Memorial & Museum is the not-for-profit corporation created to oversee the design, fundraising, programming, and operations of the Memorial and Museum at the World Trade Center. The Memorial and Museum are located on eight of the 16 acres of the World Trade Center site. The Memorial was dedicated on the 10th anniversary of the 9/11 attacks and is now open to the public.

The Memorial remembers and honors the 2,983 people who were killed in the horrific attacks of September 11, 2001 and February 26, 1993. The design, created by Michael Arad and Peter Walker, consists of two reflecting pools formed in the footprints of the original Twin Towers and a plaza of trees. The Museum will display monumental artifacts linked to the events of 9/11, while presenting intimate stories of loss, compassion, reckoning, and recovery that are central to telling the story of the 2001 and 1993 attacks and the aftermath. It will communicate key messages that embrace both the specificity and the universal implications of the events of 9/11; document the impact of those events on individual lives, as well as on local, national, and international communities; and explore the continuing significance of these events for our global community.

For more information or to reserve a free visitor pass to the 9/11 Memorial, go to [911memorial.org](http://911memorial.org).

## ABOUT GEORGE MARTIN

George Martin was a star defensive end and co-captain of the Super Bowl XXI Champion New York Giants (1986). During his 14 NFL seasons (1975-1988), the longtime Giant scored eight touchdowns, seven of them as a defensive lineman, which set an NFL record that stood until 2007. Martin is a former president of the NFL Players Association.

For his charitable efforts, Martin was named one of ABC News' 2007 "Persons of the Year," received the prestigious Heisman Humanitarian Award, and was recognized with an Honorary Doctor of Humane Letters Degree from Fairleigh Dickinson University in New Jersey for his lifelong commitment to community service.

## MEDIA INQUIRIES

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