



PRESS RELEASE

Los Angeles Marathon Welcomes Chiquita as Official Banana Sponsor for the 40th Annual Event

40th running of the Los Angeles Marathon presented by ASICS will be held on Sunday, March 16, 2025

LOS ANGELES, CA – As the **Los Angeles Marathon** presented by ASICS marks its 40th anniversary on March 16, 2025, it proudly announces a collaboration with [Chiquita](#). Serving as an Official Sponsor and the **Official Banana** for the first time, Chiquita will provide its iconic bananas at both the start and finish lines, giving runners a nutritious, energy-boosting snack to fuel their race and aid recovery, contributing to stay energized from beginning to end.

More than 25,000 participants will navigate the 26.2-mile Stadium to the Stars course, starting at Dodger Stadium and culminating near Avenue of the Stars in Century City. The collaboration with Chiquita underscores the brand's commitment to supporting active lifestyles and fostering community wellness, making the brand a natural fit for one of the most iconic marathons in the world.

Runners and supporters can also visit Chiquita at the pre-race Health & Fitness Expo at Booth 263, where they'll have the chance to meet the beloved Banana Man and score exciting giveaways!

"I'm sure I speak for all our runners when I say that we're thrilled to be partnering with such an iconic brand as Chiquita to offer delicious bananas, the iconic marathon snack," said **Murphy Reinschreiber**, COO of The McCourt Foundation/Los Angeles Marathon. "Chiquita bananas and the Los Angeles Marathon are a perfect match."

Spanning iconic landmarks such as Chinatown, Los Angeles City Hall, and Rodeo Drive, the marathon's route offers runners a picturesque journey through the heart of Los Angeles. Beyond the physical challenge, the event champions a larger cause, supporting The McCourt Foundation's mission to build healthier communities and cure neurological diseases through fundraising and awareness.

"At Chiquita, we believe in providing natural, delicious energy to fuel everyday champions, and what better way to support that mission than by sponsoring the Los Angeles Marathon," said **Juliana Furlan**, Director of Marketing for Chiquita North America. "Bananas are a runner's best

friend, offering essential nutrients to keep athletes going, and we're proud to be part of this milestone event that celebrates determination, endurance, and community spirit."

About Chiquita Brands International

Chiquita is a leading global produce company that is committed to providing both consumers and customers across nearly 70 countries with the highest quality of fruit and service, making Chiquita the banana of choice. For more than 150 years, Chiquita has been proudly producing great-tasting, superior quality bananas. The brand creates a positive impact by implementing the principles of sustainability throughout all of its business practices under the "Behind the Blue Sticker" initiative. Chiquita's iconic Blue Sticker has been the seal of approval for high-quality fruit, and a celebration of fun, but it also represents an unwavering commitment to sustainable farming, biodiversity and giving back to the communities in which the banana plantations operate. Great-tasting and convenient Chiquita bananas are fat-free, and provide a source of potassium, fiber and vitamin B6. To learn more, visit www.chiquita.com.

About The Los Angeles Marathon

On March 16, 2025, the Los Angeles Marathon presented by ASICS will celebrate 40 Years Running with over 25,000 runners starting at Dodger Stadium and finishing the 26.2-mile Stadium-to-the-Stars Course near Avenue of the Stars in Century City. Also included in the Marathon Weekend events are the LA Big 5K on Saturday, March 15 and the marathon's two-day Lifestyle Expo held at Dodger Stadium March 14 & 15. The free expo is open to the public featuring up to 100 exhibitors and annually attracts more than 65,000 attendees. For more information about the 40th running of the Los Angeles Marathon, please visit LAMarathon.com.

About The McCourt Foundation

The McCourt Foundation (TMF) empowers communities to build a healthier world through research, education, and events. TMF's mission is to cure neurological diseases while empowering communities to build a healthier world. TMF makes a difference by donating to neurology research, hosting educational forums, and using our events such as the Los Angeles Marathon, Rose Bowl Half Marathon & 5K, Santa Monica Classic, Boston Waterfront 5K, and Tour de South Shore, as platforms to raise funds for over 105 nonprofit charity partners. Since its inception, TMF has donated more than \$6.7 million to neurology research and generated more than \$72M for our nonprofit charity partners. Established in 1992, TMF is a 501 (c)(3) with offices in Boston, MA and Los Angeles, CA. For more information, visit mccourtfoundation.org.

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