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Amway Becomes Title Sponsor of River Bank Run
Company will maintain and grow the legacy of the country's largest 25K road race

Grand Rapids, Mich. – River Bank Events and Media LLC announced today that Amway will take over as the title sponsor of the River Bank Run in 2019. The announcement was made during a news conference inside the Imperial Ballroom at the Amway Grand Plaza Hotel in downtown Grand Rapids, not far from the race's start and finish lines. Fifth Third Bank, the previous title sponsor, will continue to support the event as a corporate sponsor. Spectrum Health will continue as the official health care partner.

"Fifth Third Bank has supported this race for many years and has taken a great idea and turned it into the largest 25K race in the country," said Russ Hines, River Bank Events and Media Chief Executive Officer. "They reached out to their community partners and Amway is stepping up to make sure the race continues for years to come."

"The River Bank Run is one of West Michigan's most anticipated events every year, attracting participants from around Michigan, the United States, and globally" said Michael Nelson, Amway's Chief Administrative Officer. "This race tradition now becomes Amway's largest local engagement, and exemplifies our commitment to health and wellness in the community."

The 42nd Amway River Bank Run is scheduled for Saturday, May 11 in downtown Grand Rapids and features a 5K run and walk, 10K and 25K run and 25K handcycle and wheelchair racing. David Madiol from Amway will now serve as race director and says the things that the River Bank Run is known for will not change including many members of the race staff. Russ Hines will continue to oversee the race and Greg Meyer, who won the River Bank Run seven times, will handle Elite Athlete Recruitment and will oversee training. Lauralee Mathieu, the River Bank Run Operations Director since 2002, will continue with responsibility for all race-related operations and Sarah Laurent, the River Bank Run Events Director, will continue to be responsible for all auxiliary events and day-to-day administrative tasks

"We are proud of the River Bank Run tradition and its growth and development over the 41 years we owned and operated the race," said Scott Stenstrom, Regional Marketing Director at

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Fifth Third Bank. “We have a great partnership with Amway and Spectrum Health and although our role has changed, Fifth Third and its employees are committed to the continued success of this great community event.”

“Improving health and supporting people as they strive to be more active and fit is our priority,” said Spectrum Health President & CEO Tina Freese Decker. “We’re so pleased to be the health care partner for the River Bank Run. Spectrum Health clinicians and volunteers are dedicated to helping people along their training and wellness journey, providing medical support and encouragement throughout the year as well as on race day.”

Each year, nonprofit organizations benefit from race proceeds, donations have totaled more than \$2.3 million since 1978. The 2019 charity partners are Kids Food Basket, Down Syndrome Association of West Michigan, The Conductive Learning Center, the Jason Kinzler Family First Foundation and I Understand.

Key dates for the 2019 River Bank Run

- Wednesday, May 8: Junior run (ages 5-12)
- Friday, May 10: Sports & Fitness Expo at DeVos Place
- Saturday, May 11: 5K walk and run, 10K, 25K run, handcycle and wheelchair races

For more information on the Amway River Bank Run or to register, visit www.Amwayriverbankrun.com.

About Amway

Amway is an \$8.6 billion direct selling business based in Ada, Michigan, USA. Top-selling brands for Amway are Nutrilite™ vitamin, mineral and dietary supplements, Artistry™ skincare and color cosmetics, Atmosphere™ air treatment systems, eSpring™ water treatment systems and XS™ energy drinks – all sold exclusively by Amway Business Owners. Global sales in 2017 made Amway the No. 1 direct selling business in the world, according to the 2018 Direct Selling News Global 100. The company’s annual sales figure includes revenue from direct selling operations and other business holdings. For company news, visit amwayglobal.com/newsroom. #amwayvolunteers #lifeatAmway

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