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Media Contact:

Stephanie Guerra, Director of Marketing & Communications

San Antonio Sports

(210) 413-6898 | sguerra@sanantoniosports.org



San Antonio Marathon Launches Community Fundraising Campaign with Face the Fight® to Support Veteran Suicide Prevention

San Antonio, TX —November 12, 2025— In honor of Veterans Day, the **San Antonio Marathon**, in partnership with its official benefiting partner **Face the Fight®**, has launched a community fundraising initiative that empowers runners, walkers, and community supporters to help prevent suicide among veterans and service members during the inaugural San Antonio Marathon, Half Marathon & 5K weekend, December 5–7, 2025.

With deep military roots and the highest concentration of service members in the nation, the running community is being invited to race with purpose by registering as fundraisers, launching personal or team giving campaigns, and earning mission-based incentives as they raise proceeds that will directly support lifesaving programs for military families.

Since 2001, more than 125,000 veterans have died by suicide. The funds raised through this campaign will expand access to crisis support, counseling, peer connections, and long-term mental health resources for veterans, active-duty service members, and their families.

“In Military City USA, service is personal. This partnership puts that pride into action,” said Jenny Carnes, CEO of San Antonio Sports. “By activating our running community to fundraise, share stories, and stand up for those who have served, we are building more than a race day moment—we are creating a life-saving movement. Face the Fight gives us a meaningful way to show up for the people who show up for our country. We know runners will answer the call, because every step and every contribution have the potential to save a life.”

Participants can register for the marathon, half marathon, or 5K and select the “Fundraiser” participation option to begin building a personal or team fundraising page. There is no fundraising minimum required to be involved, and all participants who raise funds will unlock tiered recognition items, including a co-branded commemorative challenge coin, official apparel, merchandise credit, and special race weekend access for top fundraisers.

Race organizers and Face the Fight encourage participants to run in honor of a veteran, in memory of a life lost, or in solidarity with military families who continue to balance service with sacrifice. Every campaign dollar raised fuels a national effort to destigmatize asking for help and expand critical resources to those who have served. In addition, San Antonio Marathon has partnered with the San Antonio Auto Dealers Association who have selected the San Antonio Marathon Face the Fight campaign as their benefiting partner for 2025. For an entire month, participating association dealers pledge \$10 for every alignment performed at their stores to go towards Face the Fight.

To amplify the impact of this effort, [GOVX](#), the marathon's Official Military and First Responder Community Partner, will match all donations made to Face the Fight® by race participants, dollar-for-dollar, up to \$25,000. San Antonio Sports has also teamed up with GOVX to offer an exclusive discount to veterans, members of the military community and first responders to support their participation in the event.

Community members who are not participating in race weekend can also support the effort by donating directly to the campaign. Fundraisers and donors alike are encouraged to share their “why” to inspire others and broaden the movement beyond race day.

Registration and fundraising details are available at sanantoniomarathon.com/run-for-a-cause/.

About San Antonio Sports

San Antonio Sports is a nonprofit organization dedicated to transforming our community through the power of sport. Through impactful initiatives like the San Antonio Marathon, *i play! afterschool*, and ACTIVATE, the organization engages thousands of children and families each year in healthy, active lifestyles. In addition to its community programs, San Antonio Sports bids on and hosts premier sporting events — including NCAA® Championships — that have generated more than \$1.5 billion in local economic impact. Learn more at www.SanAntonioSports.org or follow San Antonio Sports on social media.

About Face the Fight

Launched in 2023 by founding partners USAA, Reach Resilience, and the Humana Foundation, Face the Fight has made strides by bringing together a like-minded coalition of organization to help reduce veteran suicide through a multi-pronged approach that includes charitable giving, public education, and awareness. Face the Fight is committed to supporting every veteran, regardless of their unique needs and challenges and aspires to dramatically reduce veteran suicide.

www.wefacethefight.org

About GOVX

GOVX is dedicated to serving those who serve our country and communities – military service members, first responders, law enforcement officers, emergency medical professionals,

educators, and other government service personnel. Through the flagship e-commerce site, GOVX.com, brands can authentically reach a growing community of 10M+ members with their own storefront. In addition to providing unmatched value to those who serve, GOVX also donates a portion of every order to non-profits who serve the military and first responder community. To date, GOVX has donated more than \$2M through the GOVX Gives Back initiative. For more information, visit <https://www.govx.com>.

About San Antonio Auto Dealers Association

San Antonio Auto Dealers (SADA) provides support for the automotive industry and all those who are served by it. As the ultimate resource for new car and truck dealers, consumers, and the community at large we work to unite franchised new car and truck dealers from San Antonio and the surrounding area. SADA's mission is to educate and advocate for the people in the automotive industry, as well as all the communities that are involved, to better the industry.