



San Antonio Marathon Announces Official Sponsors, Benefiting Partner and Course Updates

"Every Step Tells a Story" – A Journey Through San Antonio's Iconic Landmarks

San Antonio, TX – July 24, 2025 – Organizers of the inaugural San Antonio Marathon announced the first set of sponsors and benefiting partner for the city's annual marquee running event.

Silver Eagle Beverages and Constellation Brands announced **Corona Premier** as the official beer of the San Antonio Marathon. It's the perfect complement to the San Antonio Marathon's 26.2 miles with only 2.6 carbs per 12oz. Corona Premier is the premium light beer that goes the distance!

Fleet Feet was announced as the official Run Specialty category and training partner of the San Antonio Marathon weekend. Fleet Feet is the largest franchisor of locally owned and operated run specialty stores with four San Antonio locations. Fleet Feet will offer an exclusive retail experience at this year's Health & Fitness Expo by creating the largest Fleet Feet store for the weekend. The Expo, held Dec. 5-6 at the Henry B. Gonzalez Convention Center, is free and open to the public.

Locally owned **H-E-B** has also signed on as an official grocery partner and will provide participants with wellness-themed products and snacks at the finish line.

San Antonio Sports named **Face the Fight®** as its official benefiting partner. Launched in 2023 by founding partners USAA, Reach Resilience and the Humana Foundation, Face the Fight has made strides by bringing together like-minded organizations to help reduce veteran suicide. Participants will have the opportunity to run for and raise dollars to support Face the Fight.

In addition to the collaboration with Face the Fight, San Antonio Sports has teamed up with **GOVX** as the official military and community partner offering an exclusive discount to veterans, members of the military community and first responders to support their participation in the event. "As Military City USA, we couldn't think of a more fitting partner than Face the Fight" said Jenny Carnes, President and

CEO of San Antonio Sports. “With so many military members making their home here, it was important for us to support a cause that impacts so many veterans and families and fits our mission to transform the community through the power of sports.”

San Antonio Sports also announced the course will run through the historic Pearl District, marking the first time a major race has been permitted through this picturesque area.

The marathon and half marathon are set for December 7, 2025, with both starting in the heart of downtown San Antonio on Market Street at Main Plaza and finishing on Alamo Street near Civic Park at Hemisfair

Race weekend will kick off with a Friday night 5K on December 5, following the week-long The Running Event (TRE), the industry’s largest trade show. The 5K will bring together thousands for a magical evening run under the holiday lights in downtown San Antonio. More details on the 5K will be announced soon.

Late July marks the start of the training season for the full marathon. Runners can prepare for the race with support from a variety of training partners providing motivation, safety and accountability. In addition to Fleet Feet, these include San Antonio Roadrunners, Wear Blue and many local run clubs.

The San Antonio Marathon is more than just a race. It’s a celebration of the city. Residents and visitors are encouraged to get involved by volunteering, cheering on runners, or simply enjoying the energy of this unforgettable weekend.

In partnership with the **City of San Antonio**, **Centro**, and **Visit San Antonio**, the San Antonio Marathon is owned and operated by the nonprofit **San Antonio Sports**. The newly designed, USATF-certified course will serve as a Boston Marathon qualifier and offer runners a unique, immersive experience through some of the city's most celebrated neighborhoods and landmarks.

For registration and more information, visit SanAntonioMarathon.com and follow the event on social media for the latest updates.

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About San Antonio Sports:

San Antonio Sports is a nonprofit organization dedicated to transforming the San Antonio community through the power of sport. By hosting major events and providing opportunities for youth and adults to engage in healthy physical activities, San Antonio Sports strives to build a stronger, more connected community. The San Antonio Marathon is part of this ongoing commitment to inspire and connect people through sport.

About Corona Premier

Corona Premier is the beer that goes the distance. It’s the exceptionally smooth premium light beer experience you’ve been waiting for – perfect for casual entertaining, sharing with guests or rewarding yourself for a race well-run.

About Fleet Feet

Founded in 1976, Fleet Feet is the largest franchisor of locally owned and operated run specialty stores. With more than 280 Fleet Feet stores in 40 states and a national headquarters in Carrboro, N.C., [Fleet Feet](#) is committed to providing runners, walkers and fitness enthusiasts with outfitting expertise, robust

training programs, community support and rewards. Fleet Feet believes that RUNNING CHANGES EVERYTHING® and has been recognized in *Fast Company's* [Brands That Matter](#), the *Inc.* 5000 list of [America's Fastest-Growing Companies](#) and [Best in Business](#), *Newsweek's* list of [America's Best Retailers](#) and [America's Best Online Shops](#), and *PRWeek's* [Purpose Awards](#). Stay inspired, motivated and connected at [Fleet Feet](#).

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 organizations 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 H-E-B

H-E-B, with sales of more than \$46 billion, operates over 455 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrates its 120th anniversary this year. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience and low prices. Based in San Antonio, H-E-B employs over 170,000 Partners in Texas and Mexico and serves millions of customers in more than 300 communities. For more information, visit heb.com and the [H-E-B Newsroom](#).

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>.

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