



News



Fallen Heroes to be Honored During Inaugural San Antonio Marathon

Powerful Tribute to Take Place in the Heart of Military City, USA

(SAN ANTONIO – May 7, 2025) San Antonio Sports and **wear blue: run to remember** are joining forces to honor fallen heroes during the inaugural [San Antonio Marathon](#) on December 7, 2025. This partnership brings a deeply meaningful tribute to the course through a living memorial, recognizing the service and sacrifice of the American military in the heart of Military City, USA.

Through its signature *wear blue* Mile, **wear blue: run to remember** will line a section of the course with American flags and posters of Faces of the Fallen, providing a space for reflection and remembrance on the course for those who gave their lives while in or as a result of military service. Volunteers, runners and spectators will have the opportunity to honor the fallen, support the living, and show the strength of the military community.

“As Military City, USA, we are proud to create a race experience that not only celebrates athletic achievement but also pays tribute to the brave men and women who serve our country,” said Jenny Carnes, president and CEO of San Antonio Sports.

wear blue: run to remember is committed to supporting all those affected by military loss through the powerful combination of community, movement, and remembrance. Their presence in San Antonio is especially significant, given the city's deep military roots and active-duty population.

“wear blue: run to remember is proud to partner with the San Antonio Marathon as an official partner,” said Lisa Hallett, CEO & Co-Founder. “Our San Antonio community is a vibrant, dedicated group honoring and supporting our military, veterans and their families. This partnership is a powerful opportunity to further our mission of purposeful remembrance and community -- with a best-in-class event, while strengthening our presence in a city rich in military heritage.”

As an official training partner, *wear blue: run to remember* will provide participants with beginner and experienced training plans for the 5K, half, and full marathon distances. These plans are designed to align with long runs and training opportunities during the San Antonio *wear blue* Community Runs on Saturdays, creating a supportive, mission-driven environment for all athletes.

The San Antonio Marathon is more than just a race — it's a community event bringing together civilians, service members and veterans, residents and visitors, in a unifying celebration of endurance, purpose and remembrance.

The San Antonio Marathon is owned and operated by the nonprofit San Antonio Sports, in partnership with the City of San Antonio, Centro and national partner, The Trust Group. For more information on the San Antonio Marathon or how to participate in the *wear blue* Mile, visit SanAntonioMarathon.com

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ABOUT SAN ANTONIO SPORTS

San Antonio Sports is a nonprofit organization whose mission is *to transform our community through the power of sport*. San Antonio Sports bids on and hosts premier sporting events such as NCAA® championships, which have generated a local economic impact of more than \$1 billion. San Antonio Sports youth and community kids programs, including *i play! afterschool* and San Antonio Sports ACTIVATE *annually* touch the lives of thousands of children and families. San Antonio Sports also serves as a catalyst for the development of quality recreational and athletic facilities in our community. To learn more, visit SanAntonioSports.org.