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FOR IMMEDIATE RELEASE:

Navy Federal to Create Interactive ‘Stride Art’ to Celebrate Runners of the 2013 Marine Corps Marathon

VIENNA, Va. (October 25, 2013) – Navy Federal Credit Union is introducing an interactive digital art experience called ‘Stride Art’ to celebrate the runners of the 2013 Marine Corps Marathon on Sunday, Oct. 27. Each runner’s finishing time will be translated into one “stride” image that will make up a final digital collage of all runners of the marathon.

“Navy Federal’s more than four million members have unique banking needs that make up a bigger picture—an entire community of members that we’re proud to serve,” said Jeanette Mack, Corporate Communications Manager at Navy Federal. “Similarly, every Marine Corps Marathon runner has a unique stride that makes up the bigger picture of the race’s community. We want to capture that in an original piece of art that celebrates their personal achievement among the thousands who finish the race.”

Stride Art will use time information from each runner’s RFID chip on their numbered bib to translate their finishing time into a stride. Strides will live digitally and will come to life during the race as runners cross the finish line. The final artwork will be a photo mosaic piece that is comprised of every runner’s stride based on their finishing time.

After the race, runners will be encouraged to visit [Stride Art’s website](#) to find their stride and interact within the artwork. They’ll be able to filter out their representation and compare how they stacked up to the competition. Sharing features will also allow runners to share their stride on social media.

Runners can also visit the Stride Art website and enter their name and email address for a chance to win one of only 25 commemorative Stride Art posters, customized with their name and finishing time.

“Navy Federal and Stride Art are proud to come together to support the military community, the running community and the 2013 Marine Corps Marathon,” said Mack.

About Navy Federal Credit Union

Navy Federal Credit Union is the world’s largest credit union with more than \$54 billion in assets, over 4 million members, 235 branches, and a workforce of over 11,000 employees worldwide. The credit union serves all Department of Defense and Coast Guard Active Duty, civilian, and contractor personnel and their families. For additional information about Navy Federal, visit www.navyfederal.org.



Find Your Mark

Congratulations on completing the Marine Corps Marathon. Enter your bib number to find the mark you made at the finish line. Explore Stride Art now and see how your run compares to the others.

ENTER BIB #

1823 Find It

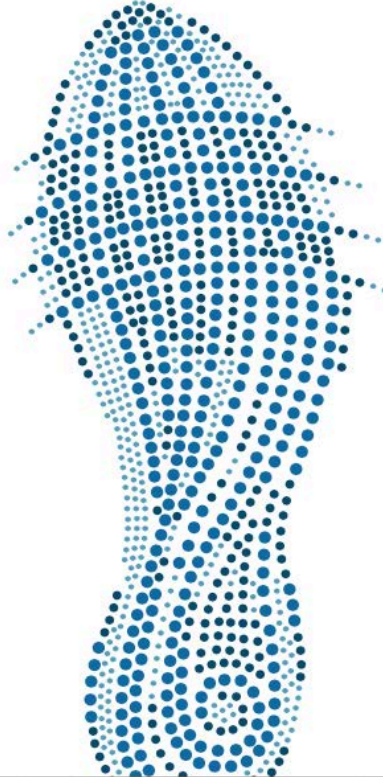
ALL MALE FEMALE

0-100
AGE GROUP

07 HOURS 55 MINUTES

MARINE ARMY AIR FORCE NAVY COAST GUARD DOD

Play Animation



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