



Lady Speed Stick® Named National Title Sponsor of the Women's Half Marathon Series

ST. PETERSBURG, FL - The Women's Half Marathon proudly announces Lady Speed Stick® Antiperspirant/Deodorant as the title sponsor for the 2012 Women's Half Marathon Series, America's largest and most popular women's half marathon series.

"Lady Speed Stick is thrilled to be the title sponsor of the Women's Half Marathon Series," said Orlando Tenorio, General Manager, U.S. Personal Care, Colgate-Palmolive Company. "The opportunity to be involved with an event that celebrates women's health and their ability to accomplish great personal achievement is the perfect fit with our brand essence of feeling unstoppable."

The 2012 Lady Speed Stick® Women's Half Marathon Series consists of four events: Bloomington-Minneapolis, MN (August 26); Nashville, TN (September 22); Scottsdale-Tempe, AZ (November 4) and St. Petersburg, FL (November 18). The series, along with a companion 5k, should host more than 25,000 runners and walkers this year.

"We're very excited about the opportunities our partnership with Lady Speed Stick presents," said Dawna Stone, President and Founder of the Women's Half Marathon. "Part of the Colgate-Palmolive Company, Lady Speed Stick is a well-recognized and highly respected brand among women. Our brands work well together, as we both appeal to confident, active and empowered women."

The Lady Speed Stick® Women's Half Marathon Series awards all half marathon finishers an industry-first, patent-pending, two-in-one medal and charm. Finishers will also receive a designer goodie bag and tech tee. All events in the series begin with a two-day, women-specific health and fitness expo and finish with an outdoor party complete with food, music and white linen tablecloths.

To find out more about the Lady Speed Stick® Women's Half Marathon Series, or to register, visit www.womenshalfmarathon.com. Registration for the Bloomington-Minneapolis, MN event is currently open. Registration for Nashville, Scottsdale-Tempe and St. Petersburg will open on Sunday, January 15, 2012. The Lady Speed Stick® Women's Half Marathon weekend also includes the Women's Running Magazine 5K. Visit www.womensrunning5k.com for more details and to register.

About The Lady Speed Stick® Women's Half Marathon Series:

The Lady Speed Stick® Women's Half Marathon Series is the nation's largest women's half marathon series. Four 2012 events including Bloomington-Minneapolis, MN (August 26); Nashville, TN (September 22); Scottsdale-Tempe, AZ (November 4) and St. Petersburg, FL (November 18) are expected to host more than 25,000 total runners. For more information, please visit www.womenshalfmarathon.com or www.facebook.com/womenshalfmarathon.

About Lady Speed Stick®

Lady Speed Stick® Antiperspirants/Deodorants provide 24-hour odor protection using micro-encapsulated fragrance technology. Throughout the day, fragrance capsules release the clean, fresh scents of Lady Speed Stick®, reducing perspiration and giving you 24-hour protection against odor and wetness. For more information, please visit www.ladyspeedstick.com.