



## NEWS RELEASE

For more information, contact:  
Charlie Mercer, Capstone Event Group  
[charlie@capstoneraces.com](mailto:charlie@capstoneraces.com)

### **PNC Bank Charleston Half Marathon Announces First-Ever All-Charleston Course**

*The 14<sup>th</sup> annual PNC Bank Charleston Half Marathon event will take place Jan. 20, 2024*

Charleston, S.C., Aug. 25, 2023 — The organizer of the PNC Bank Charleston Half Marathon is pleased to announce that for the first time since the race's inception, the route for the 2024 event will take place entirely within the City of Charleston. Scenic highlights of the new course include Rainbow Row, the historic Charleston City Market, the Gaillard Center and The Joe.

"We are so appreciative of the support from the City of Charleston and everyone who made this reimagined course possible," said Charlie Mercer, CEO of Capstone Event Group. "The course changes will contribute to an improved course experience for participants and residents alike. We also want to thank our friends and partners in North Charleston for their support throughout the years."

Among the changes to the course, the start and finish sites will conveniently be located within one block of each other. The finish line and post-race party will be located at The Joe, where runners can celebrate their accomplishments with food, beer, music and more.

PNC Bank returns as the title sponsor of the race. "The PNC Bank Charleston Half Marathon brings the community together in ways that few events can," said Jim Hansen, PNC regional president for Eastern Carolinas. "All of us at PNC look forward to helping continue this Charleston tradition, which is reflective of our commitment to the economic and physical health of the region."

Proceeds from the PNC Bank Charleston Half Marathon benefit Engaging Creative Minds, a local non-profit dedicated to helping schools leverage the arts, cultural programming and STEM professionals to improve K-12 education outcomes. This event represents the organization's largest annual fundraiser.

The PNC Bank Charleston Half Marathon provides a multitude of distance options for runners to choose from, including the half marathon, a 5K and a youth run.

Registration for the half marathon and 5K is currently open. For more information about the PNC Bank Charleston Half Marathon, visit [www.charlestonhalfmarathon.com](http://www.charlestonhalfmarathon.com).

### **About PNC Bank**

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States,

organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit [www.pnc.com](http://www.pnc.com).

### **About Engaging Creative Minds**

ECM, a nonprofit based in Charleston, South Carolina, works with school districts, principals, teachers, and the local workforce to identify specific knowledge and skill sets all students should master before graduating high school. Our ECM Instructors are local artists, STEM professionals, and cultural organizations who we train to work with K-12 teachers. Our instructors help teachers to enhance student learning via arts integrating learning using innovation, design, and creativity. Our goal is for every student to achieve academically, stay engaged in school, and succeed in life; while their teachers develop engaging teaching strategies in arts integration and entrepreneurship that foster communication, critical thinking, self-awareness, and future planning.

### **About Capstone Event Group**

Capstone Event Group (Capstone) is a sports marketing and events production company based in Raleigh, NC. At Capstone, we believe that every runner brings a unique story to the start line. We honor each of those stories by creating memorable experiences that have a lasting impact on participants. We exist to build and steward a portfolio of events that are indispensable in their respective communities and in the lives of our participants.

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