

XEROX CORPORATE MARATHON RELAY 1983

Top 10 Finishers

1. Delta Airlines 2:25:32
2. Bell South 2:26:47
3. AT&T 2:29:31
4. Phidippides 2:35:11
5. Southern Company 2:46:04
6. The Coca-Cola Company 2:47:00
7. Xerox 2:47:14
8. Lockheed-Georgia 2:47:39
9. Emory University 2:49:05
10. C & S Bank 2:49:49





MEDIA CONTACT: Ellen W. Hartman (404) 587-0996

More than 700 runners representing 71 teams from various corporations and agencies participated in the Xerox Corporate Marathon Relay November 13. The Delta Airlines team placed first in the run with a time of 2 hours 25 minutes and 32 seconds. Bell South finished second in 2:26:47, with AT&T a close third at 2:29:31.



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November 13, 1983

For Immediate Release

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**XEROX**

**DELTA AIRLINES WINS ATLANTA XEROX MARATHON RELAY**

The 10-member relay team from Delta Airlines won the Xerox Corporate Marathon Relay held November 13 in Atlanta. Finishing Sunday's race over the Piedmont Park course in 2 hours 25 minutes and 32 seconds, the seasoned Delta runners defeated 70 other corporate teams which included more than 700 runners. Bell South finished second about one minute behind, with AT&T a close third.

The Xerox relay covered the normal marathon distance of 26 miles and 385 yards. The 10 runners from each team ran 2.6 mile legs in relay fashion. Each team included at least two women.

The fastest time of the day was turned by Joel Majors of First Atlanta, who ran his leg in 12:53, a sub-five minutes per mile pace. The top woman runner was Jean Burrell who ran 15:21 for the victorious Delta runners.

In addition to Delta, Bell South and AT&T, the top ten teams were Southern Company, The Coca-Cola Company, The Xerox Corporation, Lockheed-Georgia, Emory University, and C & S Bank.

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Delta Airlines will go on to an international championship in Buffalo, N.Y., site of the U.S. Olympic Marathon Trials to be held next May. The World Championship team members will attend the 1984 Olympic Games as the guests of Xerox.

The Xerox Corporation has had a strong commitment to running health and fitness for many years. Xerox is the official copier and facsimilie supplier at the 1984 Olympic Games in Los Angeles and sponsor of the U.S. Olympic Marathon Trials, as well as a variety of other world class marathons including Boston, London and Athens. Recently Xerox formed "Team Xerox," an international group of noted runners including Grete Waitz (Norway), Bill Rodgers (USA) and Rob de Castella (Australia), who will make appearances for Xerox throughout the year.

The Company's health and running program coincides with the introduction of its newest products, the 10-Series Marathon Copiers. "Our goals in establishing the Marathon Relay and other running programs are threefold: to encourage health and fitness, particularly among corporate America, to support the United States' role in the 1984 Olympic games and to celebrate endurance--the quality that marathon runners and our copiers share," said Michael Kirby, Xerox's Director of Corporate Advertising and Promotion.



# XEROX MARATHON RELAY

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Fastest team to date:

~~St Louis~~ team 2:24:00  
Male: John Olzewski (AT&T) 12:45  
Woman: Jean Burrell (Delta) 15:21  
UPDATE

November 28, 1983

The fourth Xerox Corporate Marathon Relay was held in Piedmont Park in Atlanta on Sunday, November 13th. It was the toughest competition ever at a Xerox Relay. Delta Airlines with a time of 2:25:32 beat Bell South 2:26:47 by 1 minute 15 seconds. AT&T raced to third place in 2:29:31. The lead switched hands several times during the race and only after the times were verified did we announce the winner.

73 teams entered the event that ran 2 loops around Piedmont Park on a cool day colored with beautiful reds and oranges of the fall foliage. The event received excellent media coverage with front page color photos in the Atlanta Constitution (see attached). Three T.V. stations covered the event on the 6 & 11 o'clock news.

## Top 10

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Fastest Woman: Jean Burrell - Delta Airlines 15:21  
Fastest Man: Joel Majors - First Atlanta Bank 12:53

The dates for the next relays have been confirmed:

\* Saturday, February 4, 1984 - San Francisco  
For information call Lisa George (415) 930-2127

Saturday, February 25, 1984 - Los Angeles  
For information call Jim Murray (714) 567-4359

Bill Laoflin  
Len Wallach  
(415) 593-2788

- Invite only - we are invited
- Xerox major acct's