



## LA Marathon Selects everydayhero as the Official Peer-to-Peer Fundraising Platform for 2016

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CHARLESTON, S.C., Oct. 08, 2015 (GLOBE NEWSWIRE) -- The Skechers Performance Los Angeles Marathon has selected everydayhero™, Blackbaud's crowdfunding platform, as the official peer-to-peer fundraising platform for the 2016 event. The partnership will provide Los Angeles Marathon registrants the opportunity to select from one of 107 official charity partners and turn their efforts into much needed funds for the cause they care most about.

"To date, Los Angeles Marathon participants have raised more than \$40 million for non-profits and now through our partnership with everydayhero, we hope to see that number grow to make an even bigger impact for charities," said Rachel Sanchez, manager of Charity Partnerships at the Los Angeles Marathon. "everydayhero's comprehensive approach to fundraising, paired with industry leading support for the runner, charities and events made for a powerful combination, and was at the heart of why we chose everydayhero as the official peer-to-peer fundraising platform of the Skechers Performance Los Angeles Marathon's Charity Program."

"The US running industry, which experienced 300% growth from 1990-2013, is turning fitness-events into powerful forces for good," said Nathan Betteridge, co-founder and managing director of everydayhero. "Multi-charity events like the Los Angeles Marathon are leading the way by offering participants the option to fundraise for causes they are passionate about while providing charities with a new stream of donations and brand awareness. We are thrilled to partner with the Los Angeles Marathon in their quest to give back to the community."

As well as enabling people to fundraise for their favorite cause, everydayhero integrates with fitness tracking applications to record and track the physical effort participants put into their training and race. It provides participants and their supporters a much richer picture of their giving efforts and makes the experience more engaging and enjoyable.

Visit [www.lamarathon.com](http://www.lamarathon.com) to register and fundraise in the 2016 LA Marathon. For more information about everydayhero, visit [www.everydayhero.com/us](http://www.everydayhero.com/us).

### About LA MARATHON LLC

LA MARATHON LLC, a subsidiary of McCourt Global, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with more than 26,000 participants, thousands of volunteers and hundreds of thousands of spectators. The "Stadium to the Sea" course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. LA MARATHON LLC will host the 2016 Olympic Team Trials for Men's and Women's Marathon, awarded by USA Track & Field and the U.S. Olympic Committee, which will take place in Los Angeles February 13, 2016. For more information, please visit [www.lamarathon.com](http://www.lamarathon.com).

### About everydayhero

everydayhero, a Blackbaud (NASDAQ:BLKB) company, is a platform that is transforming how people give to the causes they care about most. The company believes every fundraising and giving effort has a story and legacy that is represented by far more than a dollar amount. everydayhero is bringing those stories to life and helping supporters share with the world everything they give to a cause. The platform helps supporters to fundraise for charities and track their giving footprints to show the action, spirit and energy that is put forth to improve the world on a local, national and global scale. For more information visit [www.everydayhero.com](http://www.everydayhero.com).

### About Blackbaud

Serving the worldwide philanthropic community for more than 30 years, Blackbaud (NASDAQ:BLKB) combines innovative software and services, and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to power the passions of more than 30,000 clients, including nonprofits, K-12 private and higher education institutions, healthcare organizations, foundations and other charitable giving entities, and corporations. The company offers a full spectrum of cloud and on-premise solutions, as well as a resource network that empowers and connects organizations of all sizes. Blackbaud's portfolio of software and services support nonprofit [fundraising and relationship management](#), [eMarketing](#), [advocacy](#), [accounting](#), [payments](#) and [analytics](#), as well as [grant management](#), [corporate social responsibility](#), and [education](#). Using Blackbaud technology, these organizations raise, invest, manage and award more than \$100 billion each year. [Recognized as a top company](#), Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

### Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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