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FOR IMMEDIATE RELEASE

Introducing the ServisFirst Bank Mobile Marathon

L'Arche Mobile First Light Marathon Changes Its Name

MOBILE, AL - L'Arche Mobile has announced that the First Light Marathon has been renamed to The [ServisFirst Bank Mobile Marathon](#) presented by [Infirmary Health](#). This annual race is coordinated by, and benefits, [L'Arche Mobile](#).

The First Light Marathon began 17 years ago to provide a certified full and half marathon, to showcase the City of Mobile's diverse neighborhoods, and to raise awareness and funds for L'Arche Mobile.

"L'Arche Mobile is excited about the name change of the marathon to the ServisFirst Bank Mobile Marathon presented by Infirmary Health. We have appreciated the support of our sponsors, all the volunteers who have made this a successful event and the potential future growth of this event which will benefit L'Arche Mobile," Emily Callaway, L'Arche Mobile, President of The Board of Directors.

"ServisFirst Bank prides itself on our commitment to the community, and we are very excited to continue to be the title sponsor for the ServisFirst Bank Mobile Marathon," stated Bibb Lamar, ServisFirst Bank Mobile President & CEO. "We look forward to a successful event to bring awareness and support to the very worthy organization of L'Arche Mobile."

"Infirmary Health has sponsored the First Light Marathon and supported the L'Arche community for several years," said Mark Nix, Infirmary Health President, and CEO. "We are especially proud to be the presenting sponsor of the new ServisFirst Bank Mobile Marathon benefiting L'Arche Mobile. L'Arche fills a much-needed service to the community, one we hope continues to grow and expand with support from other organizations and community members of the Mobile Marathon."

"The First Light Marathon has become a landmark event for Mobile benefitting an incredible organization, L'Arche Mobile. Rechristening this race as the ServisFirst Bank Mobile Marathon presented by Infirmary Health further establishes our city as a destination. Racers from across the region travel to Mobile and experience the beauty of our City throughout the course," said Mayor Sandy Stimpson, City of Mobile.

"The Mobile Sports Authority has been a proud partner of the marathon for many years and has welcomed thousands of visitors to Mobile through this event. With the fine sponsor partners which the marathon committee has continually attracted, we believe the sky's the limit for this event," said Danny Corte, Executive Director, [Mobile Sports Authority](#).

The 18th annual ServisFirst Bank Mobile Marathon presented by Infirmary Health will be held on **Sunday, January 13, 2019**. The full, half marathon and 5-person relay will begin at 7:30 am at the corner of Government and Claiborne Streets. The finish line will be at Dauphin and Conception Streets, near Bienville Square.

For detailed information contact Marty O'Malley at 251-438-2094 or visit www.MobileMarathon.org.

ABOUT L'ARCHE MOBILE

L'Arche Mobile is an organization where people with and without intellectual disabilities share life together. L'Arche Mobile is a member of the International Federation of L'Arche which consists of 147 communities in 35 countries. L'Arche Mobile began in 1974. Currently L'Arche Mobile has 25 people with disabilities and 50 team members who share life in midtown Mobile. Willie, who has been the official starter for the marathon, has been living at L'Arche for the past 43 years. For more information visit <http://www.larchemobile.org>.

ABOUT SERVISFIRST BANK

ServisFirst Bank is a full-service commercial bank focused on commercial banking, correspondent banking, cash management, private banking and the professional consumer market, emphasizing competitive products, state of the art technology and a focus on quality service. Recently, the Bank announced its assets exceed \$7 billion. The Bank offers sophisticated cash management products, Internet banking, home mortgage lending, remote deposit express banking, and highly competitive rates. For more information visit our website at <https://www.servisfirstbank.com>.

ABOUT INFIRMARY HEALTH

Infirmary Health grew from a community-based campaign in 1896, and the original Mobile Infirmery opened in 1910, at Ann Street and Springhill Avenue, Mobile. A few blocks and a century down the road, the 677-bed Mobile Infirmery remains the cornerstone of Infirmery Health. Today, Infirmery Health is the largest non-governmental health care system in the state of Alabama. It serves an 11-county area of South Alabama and north Escambia County, with 700 active physicians on the medical staff and more than 5,600 employees. Infirmery Health is composed of five acute care hospitals, three post-acute facilities, a physician clinic network of more than 38 locations, six diagnostic imaging centers, two full-service breast centers and a freestanding emergency department, along with other affiliated entities. For more information visit our website at www.infirmeryhealth.org.

ABOUT MOBILE SPORTS AUTHORITY

As a few examples of Mobile's sports venues, there is the Robert Trent Jones Golf Trail, the Copeland-Cox Tennis Center – the world's largest municipal tennis complex, and Hank Aaron Stadium – the home of the AA Mobile BayBears named after hometown hero Henry Aaron, plus many more venues. Combine all of this with a walkable downtown with attractions, theaters, shops, restaurants, art galleries and accommodations, and visitors can see why Mobile is kind of a big deal. And it's not really hard to find, either! Mobile is easily accessible from three major airports and Interstates 10 and 65 (and the Gulf of Mexico, if one has their own boat). Please contact the Mobile Sports Authority today to inquire about how easy it is to hold a sporting event in Mobile. It's as our motto says, "Go All Out. We Do." For more information visit www.mobilesportsauthority.com.