

## PETER ABRAHAM

LA Marathon Creative Director Peter Abraham has a long history of successfully executing projects and initiatives at a high level: movies, companies, campaigns, events, commercials. He believes that marketing can be a service and a community-building tool.

Over the last 20 years, he has produced thousands of TV commercials for Fortune 500 clients, most recently as an Executive Producer at Crossroads Films.

When he needed an experimentation lab for his marketing ideas, Peter launched the Santa Monica Classic in 2006, which benefits Heal the Bay and is now one of the premiere running events in Southern California.

Along with Director Sam Jones, Peter produced the acclaimed documentary about Wilco, *I am Trying to Break Your Heart*. The film played in over 130 cities theatrically and was named by Rolling Stone Magazine as one of the top 25 concert films of all time.

As a partner in fusionfilms, Peter produced a number of groundbreaking action sports films featuring athletes like Tony Hawk and Ricky Carmichael in locations all over the world. These films won many awards and helped create sports like freestyle motocross.

A lifelong environmental activist and longtime Heal the Bay board member, he's organized benefit concerts, developed advertising campaigns and supervised merchandise creation.

Adventure travel and endurance sports have been ongoing themes in Peter's life. He spent a year going to high school and skiing in Chamonix, France and later summited Mount McKinley. Whether running or bicycle racing or trekking in Bhutan, Peter has always found satisfaction in wild places.

Peter is married with two kids, aged 9 and 11, and holds a bachelor's degree in political science from UCLA.