



FOR IMMEDIATE RELEASE  
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**DODGER STADIUM, SUNSET STRIP, RODEO DRIVE AMONG FAMOUS LA LANDMARKS  
FEATURED IN MARATHON'S 2010 STADIUM TO THE SEA COURSE**

**New route expected to be among fastest in LA Marathon history**

LOS ANGELES, Calif.– Marathon officials today unveiled the detailed 2010 route that, for the first time, takes runners from Los Angeles' downtown area all the way to the scenic coastline. The new Stadium to the Sea course, starting at Dodger Stadium, will wind its way through Los Angeles, West Hollywood, Beverly Hills and Santa Monica on the way to a picturesque finish in front of the Pacific Ocean.

Along the way, runners will pass signature sites, including El Pueblo de Los Angeles (the city's birthplace), Los Angeles City Hall, the Capitol Records Building, the Kodak Theater (home of the Oscars®), the Sunset Strip, historic Route 66, Rodeo Drive and the Santa Monica Pier.

The course, which trends downhill and loses roughly 400 feet start to finish, is expected to be among the fastest courses in LA Marathon history.

"We are thrilled to see such a great response to the Stadium to the Sea route," said LA Marathon President Russ Pillar. "We designed this iconic course with runners in mind, and expect it will quickly make the Los Angeles Marathon a 'must run' among the world's major marathons. We encourage runners to register early to get under the cap and ensure they're part of this very special event."

Already, runners are signing up at unprecedented levels, and organizers intend to cap the number of participants at 25,000. Even before the course announcement, registration was running more than 75 percent ahead of the 2007 pace, the Marathon's biggest year to date with more than 24,000 participants. As course details circulate, organizers anticipate another wave of sign-ups. Marathon officials encourage runners who have not yet signed up to do so online at [www.lamarathon.com](http://www.lamarathon.com).

Los Angeles Mayor Antonio Villaraigosa saluted marathon organizers and the neighboring cities for collaborating on the new route. "Since taking over the marathon, Frank McCourt and his team have led a successful effort to deliver a route that highlights what makes Los Angeles the premier city in the world. With the collaboration of our friends in West Hollywood, Beverly Hills, Santa Monica and the Veterans' Administration, we are truly excited to host an event that showcases the best Los Angeles has to offer."

The course (map attached) begins at Dodger Stadium before heading east into downtown Los Angeles, passing such sites as City Hall and the Cathedral of Our Lady of the Angels. It then heads west through

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Echo Park and Silver Lake into Hollywood, passing such iconic locations as the Capitol Records Building, the world-famous intersection of Hollywood & Vine and Grauman's Chinese Theater.

From Hollywood, the route enters West Hollywood and follows the Sunset Strip, with its internationally famous nightclubs, hotels and music venues, and hugs the base of the Hollywood Hills. It then drops down to Santa Monica Blvd., the heart of West Hollywood and a portion of the Historic Route 66. At Doheny, the route enters Beverly Hills, passing Beverly Hills City Hall, the shops of Rodeo Drive and the Beverly Wilshire Hotel.

The route takes Wilshire west to Santa Monica Blvd., passing Century City into West Los Angeles, and making its way through the Veterans' Administration property. From there, it's a long stretch down the unofficial running capital of Los Angeles, San Vicente Blvd., all the way to Ocean Avenue in Santa Monica – and the finish line at Ocean Avenue and Santa Monica Blvd., just steps from the Santa Monica Pier.

Race organizers worked hard to find a runner-friendly route that would be unique among the world's leading marathons. It is also a route that ties together the four cities and many communities along the way. Hundreds of thousands of spectators are anticipated for this grand event – the 25<sup>th</sup> running of the Los Angeles Marathon.

"With 131 days to race day, it's not too late to start training," said LA Marathon Director of Training Rod Dixon. Dixon is a former N.Y. Marathon winner and Olympic Medalist. "As a runner, this will be one of the most exciting courses in the world. There is still ample time to train and participate in the 2010 marathon, and the time to sign up is now. For both veteran runners and first-timers, this is the year to run the LA Marathon," he added.

*The following page has additional comments from others who have previewed the course.*

#### **About the Los Angeles Marathon:**

We inspire athletes and connect communities. With thousands of volunteers, tens of thousands of participants and hundreds of thousands of spectators along the route, the Los Angeles Marathon is one of the largest organized road races in the country. For more information, visit [www.lamarathon.com](http://www.lamarathon.com).

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Additional comments from individuals who have previewed the route map:

West Hollywood Mayor Abbe Land:

“West Hollywood looks forward to joining the celebration. We are especially enthusiastic about the benefits the Marathon will bring to our local charities and their efforts to raise funds for social services that benefit local residents.”

Beverly Hills Mayor Nancy Krasne:

“We are thrilled to be part of the Los Angeles Marathon and to welcome runners and visitors to our City, especially the Golden Triangle, home to some of the most recognized landmarks and famous streets in the world. Beverly Hills is excited to host athletes and fans on March 21 and watch more than 20,000 participants run down Rodeo Drive.”

Santa Monica Mayor Ken Genser:

“I applauded the effort of marathon organizers to work collaboratively with the four cities, and to address our needs. We have been impressed with Frank McCourt’s vision to make this race a celebration of the entire Los Angeles region. Santa Monica looks forward to being a partner for something that will benefit our city and the region as a whole.”

VA Greater Los Angeles Healthcare System Chief of External Affairs Ralph Tillman:

“The VA Greater Los Angeles Healthcare System is excited to participate in the 2010 LA Marathon by having the race route come through our West Los Angeles Medical Center campus. This partnership coincides with our mission of providing excellent health care to our Veterans.”

“Legacy” Lou, runner of all 24 past LA Marathons:

“As a legacy runner, this is the most exciting course I can recall in marathon history. I’ve already registered, and I can’t wait to be among the 25,000 runners at the Dodger Stadium starting line on March 21.”

Lauren, Sherman Oaks Center for Enriched Studies – 9<sup>th</sup> Grader, Students Run LA:

“The new course makes it even more exciting than I imagined when I started training together with my friends for the marathon. I am very proud to run alongside athletes from all over the world and be a part of showing off Los Angeles.”

Brian Wisz, Runner, San Fernando Valley resident

“This year’s course is a very exciting way for LA to show off its many faces, and I hope locals will take advantage of that, both by participating and by showing up to cheer on the runners on race day.”