

For immediate release: March 14, 2010

Contact: Pat Harris: (323) 965-4900

## **Giant Expo kicks off Honda LA Marathon weekend**

*Dodger Stadium to play host to exhibits, seminars and 50,000 attendees*

LOS ANGELES – March 14, 2010 – One of the largest racing expositions in the world, the LA Marathon Expo, will be mounted just outside the centerfield fence at Dodger Stadium on Friday and Saturday, March 19-20. More than 100 exhibitors will offer innovative demonstrations and state-of-the-art products and services on running, health, fitness and lifestyle improvement over several acres located adjacent to the Marathon's starting line.

Admission and parking are free and the program includes the exhibits, a lively seminar schedule for those getting ready to run the 2010 Honda LA Marathon presented by K-Swiss on March 21, and registration for the NPN LA 5k Run/Walk, which will be held on Saturday, March 20 at 8 a.m.

The Expo itself will be open from 9 a.m. to 8 p.m. on Friday, March 19 and from 9 a.m. to 6 p.m. on Saturday, March 20. Unlike past years, there will be no registration for the Honda LA Marathon itself at the Expo.

"The Expo is the perfect way to get ready for the Honda LA Marathon and the new Stadium to the Sea course," said LA MARATHON LLC Partnerships Director Dave Klewan. "There's lots to see and do, and runners can use Saturday's NPN 5k Run/Walk as a perfect warm-up for their race on Sunday.

"We also have a terrific line-up of seminars on both days, with a mix of practical instruction for first-time and veteran marathoners and inspiration from champion athletes."

The seminars are free to all attendees and include (as of March 12):

- Arturo Barrios on "Crossing the Bridge, Chasing the American Dream: How I Became a World-Record Holder," chronicling his rise to become a Mexican Olympian, a three-time world-record setter, the first to run a half-marathon in less than one hour and later an American citizen (Friday at 3 p.m. and Saturday at 2 p.m.).
- Rod Dixon, the Marathon's Official Ambassador who is also a past winner of the New York City Marathon and an Olympic Bronze Medalist from the 1972 Olympic Games, on "Life's Run – Inspiration and Motivation for the 25th Anniversary LA Marathon," on Friday at 4 p.m. and Saturday at 3 p.m.
- Dean Karnazes, the famed ultra-marathoner, will speak on "Achieving Super Endurance" on Saturday at noon, after having warmed up by running the NPN 5K Run/Walk that morning.

- more -

## Giant LA Marathon Expo set for March 19-20

2-2-2

- Steve Mackel, a certified hypnotherapist and head coach of the Sole Runners Full and Half Marathon Training Program on “Unleashing Your Mental Running Strength Through Vizualization” on Friday at 5 p.m. and “ChiRunning – Learn How to Run Injury Free” on Saturday at 11 a.m.
- Matt Mahowald, president of New Performance Nutrition (NPN), on “Race Day & Recovery Nutrition,” Friday at 6 p.m. and Saturday at 10 a.m.
- Sarah Reinertson, seventh-place finisher in The Amazing Race 10 (2006), seven-time marathon finisher and 1992 U.S. Paralympian, on “Strategies for a Strong Finish” (Friday at 2 p.m. and Saturday at 4 p.m.).
- A special program on maintaining proper hydration on the course, using Coca-Cola’s POWERade sports drink that will be available on the course on raceday (Saturday at 1 p.m.).

In addition to interactive exhibits and displays from all of the Honda LA Marathon sponsors, the Expo will feature a wide array of exhibitors focused on healthy, active lifestyles and the endurance industry. Visitors to the LA Marathon Expo will have the opportunity to sample various food and beverage products, purchase official Honda LA Marathon-branded K-Swiss apparel at the Sport Chalet merchandise store as well as merchandise from other vendors, visit with representatives from other marathons throughout the world and much more.

### ABOUT LA MARATHON LLC:

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

###