

HONDA | LA MARATHON

PRESENTED BY **K-SWISS**

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Full schedule of events for 2010 Honda LA Marathon race week

Sold-out Marathon preceded by massive Expo and news conferences

LOS ANGELES – March 14, 2010 – The 2010 Honda LA Marathon presented by K-Swiss is, in fact, much more than simply a 26.2-mile foot race.

A full schedule of events is planned for the Marathon week, with a special series of events for news media. As of Sunday, March 14:

Wednesday, March 17:

- 3:15 p.m. Final preparations for the KiDS MARATHON, with Marathon Ambassador (and former New York City Marathon winner) **Rod Dixon** at Mayberry Street School, 2414 Mayberry Street, Los Angeles.

- 4:30 p.m. Final preparations for the KiDS MARATHON, with **Rod Dixon**, at Selma Avenue School, 6611 Selma Avenue, Los Angeles.

Thursday, March 18:

- 9:00 a.m.: Credential and information pick-up in the Dodger Stadium press box, until 6 p.m. Please enter at the Sunset Gate (1000 Elysian Park Avenue); parking is free for media in Lot L.

- 11:00 a.m.: News conference on the “State of the Marathon” with **Russ Pillar**, President of LA MARATHON LLC, Race Director **Nick Curl** and Creative Director **Peter Abraham**, in the Dodger Stadium Dugout Club.

Friday, March 19:

- 9:00 a.m.: Credential and information pick-up in the Dodger Stadium press box, until 6 p.m. Please enter at the Sunset Gate (1000 Elysian Park Avenue); parking is free for media in Lot L.

- 9:00 a.m.: Los Angeles Marathon Expo, opens with more than 100 exhibitors in Lot G at Dodger Stadium, until 8 p.m. Admission is free.

- 11:00 a.m.: News conference with elite athletes participating in the 2010 Honda LA Marathon, in the Dodger Stadium Dugout Club. Expected to attend are defending champion **Wesley Korir** (Kenya) and contenders **Richard Limo** (Kenya, 2:06:45), **Tariku Jufar** (Ethiopia, second last year) and **Laban Kipkemboi** (Kenya, third last year) and women’s elite entries **Ashu Kasim** (Ethiopia, 2:25:49), **Silvia Skvortsova** (Russia, third last year) and American **Paige Higgins**, a member of the U.S. World Championships team in 2009

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Busy raceweek schedule for 2010 Honda LA Marathon
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The men vs. women Marathon Challenge time differential will be announced at this event.

Saturday, March 20:

- 8:00 a.m.: NPN LA 5k Run/Walk, beginning in Lot G at Dodger Stadium.
- 9:00 a.m.: Credential and information pick-up in the Dodger Stadium press box, until 6 p.m. Please enter at the Sunset Gate (1000 Elysian Park Avenue); parking is free for media in Lot L.
- 9:00 a.m.: Los Angeles Marathon Expo, continues in Lot G at Dodger Stadium, until 6 p.m. Admission is free.
- 10:00 a.m.: Blessing of the Shoes, at the Cathedral of Our Lady of the Angels (555 West Temple Street, Los Angeles; contact Deacon Danny Martinez at (213) 680-5203 or dnmmartinez@olacathedral.org)
- 11:00 a.m.: News conference featuring:
- **Lt. Jeremy Arnett**, organizer of the 2009 “shadow” marathon at Camp Taji in Iraq, who will run in this year’s Marathon;
 - Legacy runners who have run all 24 prior Los Angeles Marathons: **Amy Wyatt** (age 40; started running the Marathon at 16) and **Alan Carlisle** (age 80), and
 - Race predictions from Marathon Ambassador **Rod Dixon** and other experts, in the Dodger Stadium Dugout Club.

Sunday, March 21:

- 5:00 a.m.: Raceday media center opens in the Wilshire Room of the Fairmont Miramar Hotel, located at Wilshire Boulevard and Ocean Avenue in Santa Monica. Credential pick-up will be available outside the Wilshire Room, which is one level below the lobby. Parking is available at the hotel for \$7.70 for the day.
- 6:30 a.m.: Loading of vehicles for media approved for on-the-course, in-vehicle coverage of the men’s and women’s lead packs, in Lot G at Dodger Stadium.
- 6:55 a.m.: Start of the Los Angeles Marathon wheelchair field.
- 7:05 a.m.: (time approximate) Start of the Los Angeles Marathon women’s elite field, to be followed at 7:23 p.m. by the start of the rest of the field.

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Busy raceweek schedule for 2010 Honda LA Marathon
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9:50 a.m.: (time approximate) Awards Ceremony at the Finish Line Beach Party (1550 Pacific Coast Highway in Santa Monica), to be followed by interviews with the top three placers in the men's and women's races in the Wilshire Room of the Fairmont Miramar.

For additional information, or questions, please contact the Marathon media operations team at Perelman, Pioneer & Company at (323) 965-4900, or by electronic mail to rperelman@perelman-pioneer.com.

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.

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