

HONDA | LA MARATHON

PRESENTED BY K-SWISS

For immediate release: March 17, 2010

Contact: Pat Harris: (323) 965-4900

Massive entertainment program planned for Honda LA Marathon *Bands, block parties, cheerleaders and much more on tap for Sunday's race*

LOS ANGELES – March 17, 2010 – Running a 26.2-mile marathon is a personal test of determination and endurance. But it becomes a little easier with someone cheering for you.

More than half a million spectators are expected to come out to see the 25th Honda LA Marathon presented by K-Swiss this Sunday as the race is run for the first time on the Stadium to the Sea course from Dodger Stadium to Ocean Avenue in Santa Monica.

Along the way, a phalanx of bands, cheerleaders and Clear Channel radio stations will help to keep the runners going and entertain the crowds along the route.

Chief among these on-the-course attractions are the four City Block Parties, each located in a prime viewing spot:

- Mile 11: Hollywood At Hollywood Boulevard and Orange Drive, in front of Madame Tussaud's.
- Mile 13: Sunset Strip At Sunset Boulevard and North Sweetzer Avenue – the halfway mark of the Marathon – in front of the Cabo Cantina.
- Mile 14: West Hollywood On Santa Monica Boulevard between Robertson Boulevard and Ramage Street, in front of Pavilion's.
- Mile 16: Beverly Hills On Burton Way at Rexford Drive in the center median.

Each City Block Party will begin at 7 a.m. and continue to 2 p.m., with Clear Channel radio station live remotes, a sponsor village, exhibits and the sale of official Honda LA Marathon gear.

In addition, seven entertainment centers will be mounted, each presenting a local band, charity or community association that underlines the remarkable diversity of neighborhoods that the 25,000 runners will pass through on their way to the finish line:

- Mile 3: At 1st Street and Grand Avenue: Taiko Drummers
- Mile 7: At Sunset Blvd. and Fountain Avenue: Earlez Grille
- Mile 8: At Hollywood Blvd. and North Vermont Avenue: The Salvadoreans
- Mile 12: At Sunset Blvd. and Fairfax Avenue: Run To Win
- Mile 17: At South Santa Monica Blvd. and Moreno Drive: Cheer Alley
- Mile 20: At Dowden Drive and Wadsworth Place: Veterans Association
- Mile 23: At San Vicente Blvd. and 18th Street: Rhythm Child

The Cheer Alley station at Mile 17 will showcase 400 cheerleaders from 17 local middle and high schools, competing for a purse of \$2,500 to be split among the top three-ranked teams.

- more -

Lots of entertainment along the 2010 Honda LA Marathon route
2-2-2

Judging will be done by Cheer L.A., a volunteer organization seeking to promote awareness, spirit, and diversity in the gay community through dynamic cheer, dance, and stunt performances.

Clear Channel station AM 570 KLAC will be broadcasting live, play-by-play coverage of the race on Sunday, but five other L.A.-area Clear Channel stations will be live from remote locations on the course:

- Mile 3: HOT 92.3: at Cesar Chavez Avenue and Spring Street
- Mile 7: KOST 103.5: at Sunset Blvd. and Santa Monica Blvd.
- Mile 9: KIIS FM 102.7: at Hollywood Blvd. and Van Ness Avenue
- Mile 14: STAR 98.7: at Sunset Blvd. and Larabee Avenue
- Mile 22: 104.3 MYfm at San Vicente Blvd. and Bundy Drive

An additional 27 bands will be playing along the route; for more details on band names and location, please check <http://www.lamarathon.com/event/course-entertainment/>.

“There’s lots to see and lots to do on raceday,” said LA MARATHON LLC community relations manager Ginger Williams. “Runners are really encouraged by seeing and hearing from spectators, so we hope as many people as possible will come out on Sunday. There are lots of great places to watch and lots of activities to meet everyone’s interests.”

And when the race is over, the party is just getting started! The Finish Line Beach Party, sponsored by myFM 92.3 will run from 8:00 a.m. to 2:00 p.m. in the 1550 Pacific Coast Highway lot adjacent to the Santa Monica Pier. There will be a giant video screen to watch the race, the post-race awards ceremony about 9:50 a.m. and then the party revs up with Fijian dancers at 10:15 and Alex Band – former lead singer of The Calling – on stage at 11:00 a.m. and 12:30 p.m., with plenty of additional music from myFM personalities.

“With so much going on,” said Williams, “it’s hard to know who’ll be more tired on Sunday afternoon: the runners or the people who watched!”

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.

###