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2010 Honda LA Marathon nearing early sell-out

Already 80% full, runners urged to register before entry cap is reached

LOS ANGELES – February 15, 2010 – There are 33 days left before the 25th anniversary edition of the Honda LA Marathon presented by K-Swiss, but the window to register will close much earlier.

Race officials announced Monday that early registration for the race has already reached 80% of capacity and that the limit of 25,000 runners on the new Stadium to the Sea course will likely be reached within the next 2-3 weeks. That means that runners expecting to register for the race in the final week, or at the Marathon's two-day expo just prior to raceday, will be shut out.

"The response to our new Stadium to the Sea route has been tremendous," said LA MARATHON LLC president Russ Pillar. "We passed the 20,000 registered runner mark quickly and have placed a cap of 25,000 entrants on this year's race. We're confident we're going to sell out and strongly encourage those who are training for the race but have not yet registered to do so immediately so they're not turned-away."

Pillar added that in past years, as many as one-third of actual registrations for the race have come in the final week, "but that's not going to be an option this time."

Registration is available online at www.lamarathon.com or by telephone at (310) 271-7200. Entry fees remain at \$125 for U.S. registrants and \$150 for international entrants.

The 25th Honda LA Marathon will start just outside of the centerfield fence at Dodger Stadium at 7:20 a.m. on Sunday, March 21 with early starts for the wheelchair races and women's elite field at 6:55 a.m. and 7:03 a.m., respectively. The 26.2-mile race will wind through downtown Los Angeles, then move through Hollywood, West Hollywood, Beverly Hills and the Veterans Administration Healthcare Center grounds in West Los Angeles before finishing in Santa Monica on Ocean Avenue just blocks north of the Santa Monica Pier.

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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