

February 12, 2010

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**“Win Forever Inspiration Dinner” to Prepare Runners  
for the 2010 Honda La Marathon**

*Former USC head football coach Pete Carroll  
to provide pre-race “pep talk” on March 20*

LOS ANGELES – February 12, 2010 – Legendary UCLA basketball coach John Wooden used to tell his teams that “failing to prepare is preparing to fail.” The same is true for the 25,000 marathoners who will participate in the 2010 Honda LA Marathon presented by K-Swiss.

Recognizing that covering the 26.2-mile course is as much a test of mental toughness as physical training, the race organizers have renovated the concept of the pre-race meal just as they revitalized the race with the introduction of the Stadium to the Sea course from Dodger Stadium to the Santa Monica beaches.

Instead of the typical “carbo-load” program of pasta and music, Seattle Seahawks head coach Pete Carroll – formerly of USC – will be the keynote speaker at the Honda LA Marathon’s “Win Forever Inspiration Dinner” that will take place on Saturday, March 20 beginning at 4:45 p.m.

Even the location will underline success for the attending marathoners: on the beach in Santa Monica where runners will gather after having finished their 26.2-mile run from Dodger Stadium to the finish line on Ocean Avenue in Santa Monica.

“We’ll have plenty of great food courtesy of Rubio’s Fresh Mexican Grill,” noted LA MARATHON LLC creative director Peter Abraham, “as well as a pre-race pep talk from Coach Carroll himself.”

Said Carroll, “The vision for the LA Marathon aligns with the one we had at USC and have now brought to Seattle, ‘to do things better than they have ever been done before.’ Whether you are a football player or a marathon runner, the challenge is the same: to create a vision, compete to achieve it and bring your best to the task each and every day. I look forward to delivering this message to runners, coaches and others associated with the Los Angeles Marathon.”

The new Seahawks coach is also connected to the race through his non-profit foundation, A Better L.A. ([www.abetterla.org](http://www.abetterla.org)). As an official race charity, A Better L.A. will be raising funds to reduce violence in Los Angeles through community building, youth empowerment and the professional training of prevention and intervention workers.

Carroll just completed an amazing run of success at USC, where he revived the football program and turned it into the ‘Team of the Decade,’ winning two national championships in 2003 and 2004, a record seven straight Pac-10 Conference championships and a record of 97-19. He resigned in January to become the new coach of the NFL’s Seattle Seahawks.

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Honda LA Marathon's "Win Forever Inspiration Dinner" with Pete Carroll  
set for Saturday, March 20  
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Tickets are modestly priced at \$35 per person, including dinner, remarks from Coach Carroll, plenty of raffle items and other attractions. Space is limited and tickets will be available on a first-come, first-served basis at the Marathon's Web site ([www.lamarathon.com](http://www.lamarathon.com)).

"It's a great way to meet fellow marathoners, have a great meal and get inspired by one of the masters of sports motivation," said Abraham. "Everyone who attends will leave with a clear vision of their success to come in the race on Sunday, including a look at where they're going to cross the finish line."

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 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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