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Media accreditation for 2010 Honda LA Marathon now available

Requests must be made by electronic mail by March 8

LOS ANGELES – February 19, 2010 – Registration for media wishing to cover the 2010 Honda LA Marathon presented by K-Swiss is now available for the March 21 race.

Media accreditation is required for admission to the Marathon media workroom at Dodger Stadium on Friday, March 19-Saturday, March 20 and to the race-day media center in the Wilshire Room of the Fairmont Miramar in Santa Monica. Application for accreditation is simple and requires only a brief electronic-mail message to be sent as shown below.

News media who wish to apply for media accreditation for the Marathon, need only send a short message to rperelman@perelman-pioneer.com with the name of the media organization represented, name and function. Here is an example of a correctly-formatted application message:

2010 Honda LA Marathon media accreditation request:

1. Bedrock Times (USA) - Wilma Flintstone - Journalist
2. Bedrock Times (USA) - Fred Flintstone - Photographer

You may also add any special requests, such as (1) for a seat on the men's or women's on-course photo truck, (2) for special parking for ENG vans on raceday, or (3) that you will be filing from the Fairmont Miramar on raceday and need a tabled seat, to your application message if desired.

We must receive application messages not later than 5 p.m. Pacific Daylight Time on Monday, March 8. Applicants will receive a confirmation or denial of accreditation within 24 hours after that date. Credential pick-up will begin on Friday, March 19, in the Marathon media center at Dodger Stadium.

Thank you for your assistance; if you have 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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