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# HONDA | LA MARATHON

PRESENTED BY **K•SWISS**

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*For immediate release*

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## **ULTRA-FAST COURSE BRINGS BIGGER REWARDS IN 2010 HONDA LA MARATHON**

LOS ANGELES, California, February 3, 2010 – There has never been a marathon course quite like the new Stadium to the Sea route for the 2010 Honda LA Marathon presented by K-Swiss. And there are few marathons which will reward the fast times expected as lavishly as the 2010 Honda LA Marathon.

A total prize purse of more than \$400,000 will be available for the elite men and women competing in the 25th anniversary edition of the race, to be held on Sunday morning, March 21, split almost evenly between prize money and bonuses for fast times on the new course:

- For the men and women competing in the elite field, the top five places in each gender will earn a combined total of \$50,000 plus a new Honda. The male and female winners will receive \$20,000 each and a new Honda Insight EX hybrid with navigation (retail price of \$23,100), with placers 2-5 in each gender winning \$12,500, \$10,000, \$5,000 and \$2,500, respectively.
- In addition, the winner of the unique Honda LA Marathon Challenge, for the first male or female runner to cross the finish line, will receive a \$100,000 cash bonus. The female elite runners will begin earlier than the men according to a carefully-calculated handicap based on the career-best times recorded by the top runners in the race.
- That base prize purse of \$200,000 plus two Honda Insight hybrid sedans will be augmented by an additional bonus purse of up to \$200,000, with \$100,000 available in each gender for times which will rank among the top marks in the world:
  - (1) For times equal to or better than the 10th-best time in the world for 2009: \$50,000  
Men: 2:06:00  
Women: 2:25:06
  - (2) For times equal to or better than the 20th-best time in the world for 2009: \$25,000  
Men: 2:06:30  
Women: 2:25:38
  - (3) For times equal to or better than the 30th-best time in the world for 2009: \$12,500  
Men: 2:07:10  
Women: 2:25:53

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- (4) For times equal to or better than the 40th-best time in the world for 2009: \$10,000  
Men: 2:07:52  
Women: 2:26:47
- (5) For times equal to or better than the 50th-best time in the world for 2009: \$5,000  
Men: 2:08:15  
Women: 2:27:06

There is a cap of \$100,000 in bonus awards for each gender for a total of \$200,000.

In 2009, using a loop course start started and finished in downtown Los Angeles, course records were set in both the men's and women's races, with Kenya's Wesley Korir winning the men's race in 2:08:24 and Russia's Tatyana Petrova first among women in 2:25:53. Those marks ranked 56th and 25th, respectively, in the world for 2009, but the course for 2010 is much faster.

Starting at legendary Dodger Stadium, the 26.2-mile route swings through downtown Los Angeles, passes the city's birthplace on what is now Main Street, then moves through Echo Park before moving west along some of the world's iconic streets: Sunset Boulevard, Hollywood Boulevard, Santa Monica Boulevard and onto one of the great running avenues anywhere, San Vicente Boulevard in Santa Monica before finishing on Ocean Avenue just steps from the Pacific Ocean.

The course begins at an elevation of 505 feet above sea level at Dodger Stadium, but ends at just 75 feet above sea level in Santa Monica. And while five of the first nine miles have climbs in elevation, only seven of the final 16 miles have climbs – all fairly modest – and the final 3.2 miles are essentially downhill.

“It's a wonderful course for the elite and recreational runner alike,” noted LA MARATHON LLC president Russ Pillar. “For the elites, the course has some challenges, but with an early start and a westward finish, there should be cool temperatures and a ripping-fast race. It's also going to be a visually-interesting course with so many L.A. landmarks along the way.

“Our commitment to a world-class footrace is underlined by the expanded prize and bonus purse we're offering this year.”

Registration for the 25th anniversary edition of the Honda LA Marathon presented by K-Swiss is continuing, but will be capped at 25,000 for the first-ever Stadium to the Sea edition.

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We inspire athletes and connect communities. With thousands of volunteers, tens of thousands of participants and hundreds of thousands of spectators along the route, the Honda Los Angeles Marathon presented by K-Swiss is one of the largest organized road races in the country. For more information on the 25th edition of the race – which will take place on Sunday, March 21st, 2010 – please visit [Lamarathon.com](http://Lamarathon.com).

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