



For immediate release: February 18, 2010

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Race to recruit 2010 Honda LA Marathon volunteers underway

Staff total estimated at 5,000 wanted for March 21 race

LOS ANGELES – February 18, 2010 – At the same time that runners are filling the 2010 Honda LA Marathon presented by K-Swiss to capacity, an equally-strong push is being made to recruit the 5,000 volunteers needed to help support the race on March 21.

“With a full field of 25,000 runners expected to participate on March 21, we will need about 5,000 volunteers to make the race work for both our competitors and the communities on the course,” said Nick Curl, the LA MARATHON LLC race director.

“With the new Stadium to the Sea course, we have had to re-design all of the support needs for the race and we have been delighted with the outpouring of support so far. But we need more.”

Volunteer sign-up is available online at <http://www.lamarathon.com/event/volunteer/> for 35 different positions related to the administration and execution of the race, from March 14 through raceday on March 21.

“Naturally, we need a lot of people to staff the water stations that will be available at each mile,” said Curl, “but we also need help at the start and finish lines, with our Expo at Dodger Stadium on March 19-20, the Win Forever Inspiration Dinner in Santa Monica, course timing, medical support and a lot more.”

Volunteers receive a Honda LA Marathon t-shirt for their service and it has become a popular civic activity for many groups, including community and faith-based organizations which have “adopted” a specific job or location.

For a handful of volunteers, it’s become an annual commitment. Marathon organizers have identified six individuals who have volunteered at all 24 prior editions of the race and will be on hand for 2010 as well. One “legacy” volunteer, Steve Jackson of Los Angeles, completed a unique one-day double by running in the race and then volunteering after he finished:

“I’ve always found it rewarding, being a small part of other people’s accomplishments,” he said. “Running 26.2 miles is quite an achievement and I wanted to experience it myself. So, in 1991, I ran the race and after I crossed the finish line, began volunteering by handing out medals to others.”

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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