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## **Honda LA Marathon Sells Out; Largest Field in Event History Expected**

LOS ANGELES, CA (March 12, 2010) –The 2010 Honda LA Marathon has reached its capacity of 25,000 registrants. This is the first time in the 25-year history of the event that the race has sold out – a nod from runners that the new Stadium to the Sea course has widespread appeal.

This level of participation is an increase of nearly 45 percent over last year's total. "We are thrilled with this response," said LA MARATHON LLC President Russ Pillar. "Frank McCourt had a vision for a Stadium to the Sea course that would make the LA Marathon a must-run event. The response we've received is proof positive that the LA Marathon is attracting tremendous attention and interest, locally and around the world."

The new route will provide participants a magnificent tour of what makes the L.A. area so special. From Dodger Stadium, runners will go through downtown Los Angeles and Hollywood, West Hollywood and Beverly Hills on their way to the Veterans Administration grounds and the finish line in Santa Monica. "Without the support and cooperation of the four cities and the federal government, this wouldn't have been possible," Pillar said.

The Marathon reached capacity Friday morning and has closed the online registration program at [www.lamarathon.com](http://www.lamarathon.com). For the first time, there will be no registration for the Marathon at the pre-race exposition that will be held at Dodger Stadium on March 19 and 20. That event is, however, open to the public and admission and parking are free.

Runners who wish to enjoy a smaller edition of the Marathon experience can sign up for the NPN 5k Run/Walk, which will be held at 8 a.m. on Saturday, March 20, at Dodger Stadium. Registration for this race costs \$35 and is available online and on race day, beginning at 6:30 a.m.

### 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](http://www.lamarathon.com).

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