



For immediate release: February 28, 2010

Contact: Pat Harris: (323) 965-4900

2010 Honda LA Marathon registration to close in days
Only about 2,000 slots left for March 21 race capped at 25,000 entrants

LOS ANGELES – February 28, 2010 – A spectacular new course has created so much interest in the 2010 Honda LA Marathon presented by K-Swiss that runners who do not register right away will not be able to run in the 25th edition of the race on Sunday, March 21.

“In the past, thousands of entries have come in at essentially the last minute,” said LA MARATHON LLC president Russ Pillar. “That will not be possible this year as we have a cap of 25,000 entrants on the new Stadium to the Sea course and we’re more than 90% full already. Anyone who wants to run in this year’s race is urged to register right away at www.lamarathon.com.”

That means that runners expecting to register for the race in the final week, or at the Marathon’s two-day expo just prior to raceday, will be shut out.

Registration is available online at www.lamarathon.com or by telephone at (310) 271-7200. Entry fees remain at \$125 for U.S. registrants and \$150 for international entrants.

The 25th Honda LA Marathon will start just outside of the centerfield fence at Dodger Stadium at 7:20 a.m. on Sunday, March 21 with early starts for the wheelchair races and women’s elite field at 6:55 a.m. and 7:03 a.m., respectively. The 26.2-mile race will wind through downtown Los Angeles, then move through Hollywood, West Hollywood, Beverly Hills and the Veterans Administration Healthcare Center grounds in West Los Angeles before finishing in Santa Monica on Ocean Avenue two blocks north of the Santa Monica Pier.

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.

###