



For Immediate Release
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2011 Honda LA Marathon Presented by K-Swiss Expects Record Field

Registration opens Thursday, July 15th at 8:00 am PDT

Los Angeles – Registration for the 2011 Honda Los Angeles Marathon presented by K-Swiss opens on Thursday, July 15th and, if history is any guide, the race will sell out.

The race—to be held on Sunday, March 20, 2011—will follow the same spectacular Stadium to the Sea route initiated in 2010. Participants will again run through four cities and the federal VA property on the way from Dodger Stadium to the Santa Monica Pier, passing a variety of landmarks including Los Angeles City Hall, Grauman’s Chinese Theater, the Capitol Records Building and Rodeo Drive. Race organizers plan to cap registration at 30,000, ensuring a well-attended event that focuses on providing a world-class runner experience.

Registration officially opens on Thursday, July 15th at 8:00AM PDT; participants may register online at www.lamarathon.com. The event’s \$145 registration fee covers participation in the race and related activities, including admission to a two-day pre-race expo at Dodger Stadium (March 18-19), free runner shuttles to the race start, on-course nourishment and support, a spectacular finish line festival, a technical participant t-shirt, a collectible finisher’s medal and more.

When runners register for the marathon, they also may sign up for the LA Roadrunners official training program, which starts on Saturday, September 11th. This year the 28-week program is expanding to three locations: Venice Beach, Agoura and Chino Hills. Last year, more than 1,500 people took part in LA Roadrunners, which features weekly group training runs, support, and information.

Last year’s event was the first time the race had extended beyond the City of Los Angeles’ boundaries, creating a unique partnership among four cities—Los Angeles, West Hollywood, Beverly Hills, and Santa Monica—and the federal government at the Veterans’ Administration property in West Los Angeles. Marathon officials intend to build on that partnership to create an ever-better experience for participants, spectators, residents, businesses, and the charities and non-profits that all benefit from the race.

“We’re looking forward to working closely with all constituents across Los Angeles to ensure that this year’s event is the most successful yet,” said Russ Pillar, President, LA MARATHON LLC.

The 2011 event again will feature an impressive charity program, 65 Official Charities are fielding teams of runners to raise funds for their causes. The charities are looking to build upon last year’s success, where 2,500 runners collectively raised \$2 million for a number of important causes. Participants can find out more about the LA Marathon Official Charity program at www.lamarathon.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.