



**Contact: Gary Ferman
Specialty Sports
(954) 432-1143**

ING MIAMI MARATHON® ENTRIES SOARING HIGHER

South Florida's premier running event is getting larger.

Entries for the 2010 ING Miami Marathon and Half-Marathon® which will be held January 31, 2010 through the streets of downtown Miami, Miami Beach and Coconut Grove, are trending 20% higher than in 2009 and more than 18,000 runners are expected to participate this year.

The deadline for entries is January 22, but registration will resume on race weekend at the Nissan Health and Fitness Expo presented by The Miami Herald and El Nuevo Herald January 29 and 30 at the Miami Beach Convention Center. The increase in entries is attributed to the growth of the running community both locally and nationally.

"Marathons and half marathons around the country are seeing a continual climb," said ING Miami Marathon® Race Director David Scott. "The surprising thing is the growth that we are seeing on the women's side of the race. We have more women's entries this year than we have men's entries and that is a first for our race.

"I also think that with so much attention given to health reform a spin off to that is people [are](#) looking to be more active and healthier. Plus our event is now established in the running community. People who live down here look forward to this race and runners from out of town look forward to visiting South Florida in January."

Race Results Weekly, the wire service of distance running, recently reported an 11% increase in participation in road races nationwide after an analysis of 200 races.

One of the key attributes fueling the growth of races such as the ING Miami Marathon is the expansion of on-course entertainment. People want more than a race. They want an event.

The ING Miami Marathon obliges by providing entertainment from start to finish with music and entertainers of all sorts. Whether it's the Latin Beats of Xpresso at the spectator-filled orange ING Cheer Zone, a Rock Band video game break station, high school bands and cheerleaders, or the famous Parrot Heads Fan Club of South Florida singing, dancing and cheering runners through Key Biscayne, participants in the 2010 ING Miami Marathon and Half-Marathon® will find plenty to keep them entertained throughout their grueling trek.

“Running is good for people and it makes them feel better,” Scott said. “Even in the tough economic times that we have been experiencing the past few years, the continued growth of the ING Miami Marathon is proof of that.”

2010 Fact Sheet

- Date:** Sunday, January 31, 2010
- Year Founded:** 2003
- Start Time:** 6:05 AM for wheelchair half marathon
6:15 AM for ING Miami Marathon and Half Marathon®
- Participants:** 18,000 in marathon and half marathon; 5000 children in the ING Run for Something Better program; and 2000 runners in the Tropical 5K held one day prior. In the 2009 ING Miami Marathon and Half Marathon®, runners came from 47 countries and all 50 states.
- Race Ratio:** 35/65 (marathon/half marathon)
- Registration:** Before January 22, 2010: \$75 Half Marathon; \$100 Marathon
At Expo (January 29 and 30): \$125 Half Marathon; \$125 Marathon
- Timing:** ChronoTrack D-Tag timing system, administered by Splitsecondtiming.com
- Weather:** The average start time temperature is 64° F
- Start Location:** American Airlines Arena, 601 Biscayne Boulevard, Miami, FL 33131
- Finish Location:** Bayfront Park, 301 Biscayne Boulevard, Miami, FL 33131
- Race Route:** The USATF-certified course and Boston qualifier starts at American Airlines Arena, travels over the MacArthur Causeway to South Beach, through the Venetian Islands, Arts District, Downtown Miami, Coconut Grove, Brickell Avenue, and finishes at Bayfront Park.
- ING Cheering Zones & Community Fun Zones:** The race course comes alive with five areas that provide runners, residents and spectators with entertainment, refreshments and giveaways. Thousands of spectators are expected at the ING Cheering Zone, Omni Center on NE 15th Street and Biscayne Boulevard (Mile 10.5).
- Pace Team:** The ING Miami Marathon and Half Marathon® will provide experienced pacers to help runners and walkers finish at expected times. Racers can choose from several pace groups: 3:10, 3:20, 3:30, 3:40, 3:50, 4:00, 4:15, 4:30, 5:00, 5:30, 6:00 and 7:00.
- Prize Purse:** A total of \$10,000 will be distributed to top runners and wheelers in the marathon performance bonuses are available to runner's

who set a new course record or a new Florida record for the distance

Course Records: **Marathon**
Men's: David Ruto 2:12:22 (2003)
Women's: Hiromi Ominami, 2:34:11 (2006)

Half Marathon
Men's: Brian Sell, 1:03:46 (2008)
Women's: Deirdre Brill, 1:17:44 (2004)

2009 Winners: **Marathon**
Men's: Benazzouz Slimani, 2:16:49
Women's: Michele Suskek, 2:43:31

Half Marathon
Men's: Pat Hayburn, 1:11:12
Women's: Suzanne Larsen, 1:20:38

Economic Impact: The Total Direct Economic Benefit for Miami-Dade County from the 2009 ING Miami Marathon and Half Marathon Weekend of Events was \$24.18 Million (Sports Industry Research Center – Temple University).

Race Accolades: “Top 10 U.S. Marathons” *USA Today* 2009; “Cool Runs” *Runner’s World Magazine* 2009, “2008 Races to Run” by *Runner’s World Magazine*; “2008 Top Winter Destination Race” by *USA Today*; *Competitor Sports Southeast* “Best Event of the Year and Best Running Race.”

Title Sponsor: ING has been the title sponsor for five years. ING is a global financial institution of Dutch origin offering banking, investments, life insurance and retirement services to over 85 million residential, corporate and institutional clients in more than 50 countries.

Other Major Sponsors: American Airlines, Comcast Sports Southeast, The Cities of Miami and Miami Beach, Greater Miami Convention and Visitors Bureau, Miami Dade County, *The Miami Herald* and *El Nuevo Herald*, Nissan, Publix, Ryder Truck Rental and UHealth – the University of Miami Health System.

Other Events: **Friday, January 29 and Saturday, January 30** – The Nissan Health & Fitness Expo presented by The Miami Herald and El Nuevo Herald is one of the largest health expos in the region (expected attendance of 30,000). The Expo will be held at the Miami Beach Convention Center, and will be open 12 Noon to 7 PM Friday and 10 AM - 6 PM on Saturday.

Saturday, January 30 - Blue Cross and Blue Shield of Florida Tropical 5K, benefiting Community Partnership for Homeless. The race begins on Watson Island and finishes at Nikki Beach and draws close to 2000 people.

Sunday, January 31 – Finish Line Celebration at Bayfront Park for participants, families and friends from 7:00 AM to 1:00 PM.

Management: The race is managed by US Road Sports & Entertainment of Florida, LLC an event management company that produces 18 health and fitness events across South Florida annually.

Ownership: US Road Sports and Entertainment Group, LP is a Dallas-based company dedicated to the production of world-class endurance events. The mission of US Road Sports is to offer an unparalleled participant sports experience that showcases host communities and offers participants of all skill levels the opportunity to improve their physical and mental health, and accomplish life-altering goals while having fun.

Website: www.INGMiamiMarathon.com

Call (305) 278-8668 or visit www.ingmiamimarathon.com.

About US Road Sports

US Road Sports & Entertainment Group, LP is a Dallas-based company dedicated to the production of world-class endurance events. The mission of US Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city's culture, identity and brand. For each participant, US Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.