



REGISTRATION FOR 2014 ASICS LA MARATHON BEGINS TODAY

After Last Year's Sell-Out, Officials Urge Runners to Sign Up Early

LOS ANGELES (October 1, 2013)—Registration for the 2014 ASICS LA Marathon is now underway, giving runners a chance to secure their spot on the starting line for the March 9th race. The 2013 race sold out and organizers once again anticipate strong demand for the race due to the tremendous popularity of the Stadium to the Sea course both nationally and internationally.

Beginning today and for a limited time, the ASICS LA Marathon registration fee is \$150 – a savings of \$10.00 available only through October 31st. The event is capped and incorporates a tiered pricing structure that benefits runners who register early. Registration is available online at www.lamarathon.com.

“It is our experience that when a race sells out, the demand increases exponentially for the event the next year,” said LA MARATHON LLC Chief Executive Tracey Russell. “We are preparing for an even earlier sell-out for the 2014 race, and encourage runners to sign up now and begin their training.”

When runners register for the marathon, they may also sign up for the race’s official training program, LA Roadrunners. Led by elite running coach Andrew Kastor, the LA Roadrunners program combines training with an educational program to help participants fulfill their marathon goals. The program is open to runners of all levels and still has spots available.

The ASICS LA Marathon’s expanding charity effort is expected to draw thousands of participants from all across the country running for a cause bigger than themselves. Over 85 organizations have joined the ASICS LA Marathon Official Charity program this year, with the goal of fundraising even more than last year’s total of \$3 million. Also returning is the charity relay, which debuted in 2012, enabling a team of two to participate in the marathon on behalf of one of the Official Charities, with each participant running half of the course.

The 2014 ASICS LA Marathon will be the fifth running of the wildly popular Stadium to the Sea course, which runs from Dodger Stadium to the Pacific Ocean, passing many of L.A.’s world-famous landmarks along the way. Among the highlights are Walt Disney Concert Hall, the Capitol Records Building, Grauman’s Chinese Theatre, the Sunset Strip, Rodeo Drive and the Santa Monica Pier.

“Our Stadium to the Sea course is second to none, and we are committed to ensuring a world-class experience for our runners. We are also thrilled with the race’s ability to draw some of the best elite runners and rising stars,” Russell said, acknowledging 2013 winners Erick Mose of Kenya and Aleksandra Duliba of Belarus, as well as Olympian Deena Kastor, who finished third in the 2013 race.

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Russell also pointed to the unique nature of the race, giving visitors an unmatched view of Los Angeles while providing a community experience for the entire region. “We truly appreciate the partnership of the cities of Los Angeles, West Hollywood, Beverly Hills and Santa Monica, along with the U.S.

Department of Veterans Affairs, in making this world-class marathon possible,” Russell said. “We look forward to showcasing the great neighborhoods and icons of Los Angeles on race day.”

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 ASICS LA Marathon is one of the largest organized road races in the country. The Stadium to the Sea course, which starts at Dodger Stadium and finishes by the Santa Monica Pier, is considered one of the most scenic in the world.

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