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REGISTRATION FOR 2015 ASICS LA MARATHON OPENS TODAY

Officials anticipating third-straight sellout for the 30th Edition race

LOS ANGELES (October 1, 2014)—Registration for the 2015 ASICS LA Marathon is now underway, giving runners a chance to secure their spot on the starting line for the March 15th race. The iconic marathon has sold out each of the last two years and organizers plan for an even stronger demand for the race due to the 30th Edition celebration and the tremendous popularity of the Stadium to the Sea course.

Beginning today and for a limited time, the ASICS LA Marathon registration fee is \$160 – a savings of \$10 available 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.

“The buzz around our 30th Edition race is being felt on an international scale,” said LA MARATHON LLC Chief Executive Tracey Russell. “We are anticipating a third consecutive sell-out and encourage runners to sign up now so they don’t miss the chance to be a part of the incredible celebration.”

The heightened anticipation for the 2015 race is not limited to the amateur marathoner. The ASICS LA Marathon will play host to the 2015 USATF Marathon Championships, placing some of America’s best running talent alongside over 25,000 runners who will traverse the Stadium to the Sea course.

When runners register for the marathon, they may also sign up for the race’s official training program, LA Road Runners. Led by internationally-recognized coach Andrew Kastor, the 26-week LA Road Runners program combines in-person 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 100 organizations have joined the ASICS LA Marathon Official Charity program this year, with the goal of surpassing last year’s total of \$3.7 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.

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The 2015 ASICS LA Marathon will be the sixth 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, TCL Chinese Theatre, the Sunset Strip, Rodeo Drive and the Santa Monica Pier.

"The Stadium to the Sea course is among the most unique in the world and we are devoted to providing a world-class experience for our runners. We are thrilled with the race's ability to draw some of the world's best marathon runners and rising stars and look forward to welcoming our largest and most talented field to date," Russell said.

Russell also acknowledged the social and economic impact the race has on the community and shared her appreciation for the immense amount of cooperation involved in producing such an event. "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:

LA MARATHON LLC, a subsidiary of McCourt Global, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sports. The ASICS LA Marathon is among the largest marathons in the country with more than 25,000 participants, thousands of volunteers and hundreds of thousands of spectators. The "Stadium to the Sea" course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. LA MARATHON LLC will host the 2016 Olympic Team Trials for Men's and Women's Marathon, awarded by USA Track & Field and the U.S. Olympic Committee, which will take place in Los Angeles February 13, 2016. For more information, please visit www.lamarathon.com.

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