

FOR IMMEDIATE RELEASE

Contact: Rachel Brueno
(212) 796-9822
Rachel.Brueno@ketchum.com

Mayra Suárez, M.A.
Kaiser Permanente, Southern California
[626-405-2652](tel:626-405-2652)
mayra.suarez@kp.org

CONQR ENDURANCE GROUP INKS DEAL WITH KAISER PERMANENTE TO SERVE AS OFFICIAL AND EXCLUSIVE HEALTHCARE PROVIDER OF THE PASADENA HALF MARATHON & 5K AT THE ROSE BOWL

LOS ANGELES (December 21, 2016) – Conqr Endurance Group today announced a partnership with Kaiser Permanente Southern California to serve as the Official and Exclusive Healthcare Provider of the inaugural Pasadena Half Marathon & 5k at the Rose Bowl. Under the agreement, Kaiser Permanente will provide professional medical services for the inaugural event taking place on January 22, 2017, which will feature an iconic finish on the field at the Rose Bowl Stadium, exclusive to this event.

“We’re thrilled to welcome Kaiser Permanente as our partner to provide their leading health care services to our Pasadena Half Marathon & 5k at the Rose Bowl participants,” said Tracey Russell, chief executive of Conqr Endurance Group, organizer of the Pasadena Half Marathon & 5k at the Rose Bowl. “Kaiser Permanente’s goal of helping people lead healthy lifestyles makes them the ideal partner for this event, as they will play a key role in providing services to give the runners a unique, memorable and fun running experience.”

Under the leadership of [Aaron Rubin, MD](#), a sports and family medicine specialist at the [Kaiser Permanente Fontana Medical Center](#) who is serving as the race medical director, sports medicine trained physicians will be positioned at seven medical stations along the course and at the finish line of the races to ensure participants and spectators have a safe, healthy and enjoyable running experience. The specially trained group is working closely with the city of Pasadena, Rose Bowl Stadium administration, Pasadena Police Department and the Pasadena Fire Department to manage any emergency situation which may occur immediately before, during, or after the race.

“Kaiser Permanente is pleased to partner with Conqr Endurance Group to offer our medical expertise and services to the thousands of runners expected at the inaugural Pasadena Half Marathon & 5k at the Rose Bowl, and honored to be involved in an event that supports active living and total health,” said [Ed Ellison, MD](#), executive medical director of the Southern California Permanente Medical Group. “We are excited to support runners throughout the 5K and 13.1 mile courses and look forward to celebrating with them at the finish line.”

The Pasadena Half Marathon & 5k at the Rose Bowl will take place on Sunday, January 22, 2017 and will showcase the historic and illustrious city of Pasadena. The picturesque course will take runners past landmarks including the Colorado Street Bridge, Old Town Pasadena and Cal Tech University before a majestic finish on the field at the world-famous Rose Bowl. Runners can register for the race at: <http://www.pasadenahalf.com/register>

For more information about the Pasadena Half Marathon & 5k at the Rose Bowl, please visit <http://goconqur.com/> or follow [@lamarathon](https://twitter.com/lamarathon) on Twitter.

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles 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. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl, with the inaugural event slated for January 22, 2017. For more information, please visit www.goconqur.com.

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve more than 10.6 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: kp.org/share.

###