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ASICS LA Marathon, *Runner's World* Partner for VIP Race Experience

December 18, 2014 – (Los Angeles) – To mark the 30th edition of the ASICS LA Marathon, LA MARATHON LLC today announced a partnership with *Runner's World*, the most influential media brand in running, to provide runners with a backstage pass to the most glamorous city in the world through a VIP race package for the March 15, 2015 Stadium to Sea marathon. Registration for the *Runner's World* Challenge presented by 2XU, the award-winning training and VIP race experience, is open now.

"We are thrilled to announce this partnership and to bring the first-of-its kind Runner's World Challenge to Los Angeles," said Tracey Russell, CEO of LA MARATHON LLC. "The ASICS LA Marathon has become a global, must-run event and world-class VIP experiences like the Runner's World Challenge will help attract a new subset of runners looking to experience the very best of Los Angeles."

"We think long and hard about the races *Runner's World* chooses to partner with each year," said *Runner's World* Editor-in-Chief David Willey. "The unique Stadium to the Sea course, the allure of Hollywood and the city's history that includes the 1984 Summer Games and Joan Benoit Samuelson's transcendent Gold Medal in the first Olympic women's marathon makes Los Angeles a worthy host for the *Runner's World* Challenge VIP Experience."

The *Runner's World* Challenge starts with guaranteed entry into the March 15 race. The VIP race-weekend experience includes:

- Exclusive VIP lounge at the ASICS LA Marathon Expo with private race packet pick-up
- On site course strategy session from the Runner's World experts and editors
- Saturday shakeout run with *Runner's World* CRO Bart Yasso, and the editors
- Race morning VIP lounge at the indoor Stadium Club overlooking Dodger Stadium field
- Easy access to the starting corrals
- Private pre-race restroom facilities
- Private pre-race gear check
- Light pre-race healthy continental breakfast
- Post-race VIP lounge in the Starlight Ballroom at the Fairmont Miramar Hotel
- Private post-race changing areas
- Exclusive post-race recovery massage area
- Exclusive post-race catered lunch
- Optional entry to the LA Big 5K on Saturday at Dodger Stadium
- Elite athlete meet-and-greets within the VIP lounge at the Expo
- Special 30th Edition ASICS LA Marathon gift

Other benefits include:

- Choice of 13 unique marathon training plans designed to help runners run their best race and meet and exceed their goals.
- Access to one year of online coaching from Runner's World's nutrition, training, and injury-prevention experts
- Limited edition *Runner's World* Challenge technical running shirt
- Choice of several running themed books published by *Runner's World* and parent company Rodale Inc.
- Access to the *Runner's World* Challenge online community, which allows users to ask *Runner's World* editors questions and receive direct, individual answers.

Interested runners can sign up [online](#) for the *Runner's World* Challenge., The cost is \$450 and includes race entry. Registration runs through March 6, 2015 on a first-come, first served basis until the program sells out.

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.

About *Runner's World*

Rodale's *Runner's World*, the largest and most influential media brand in the running space, is the essential guide for everyone who runs. The brand provides all runners—men and women, from beginners to hardcore marathoners—with the advice and information they need to pursue their goals, the inspiration and entertainment they crave, and a sense of authentic community they won't find anywhere else. *Runner's World* is everywhere its readers and customers are—in print, online, on-screen and on the ground. Through authentic events such as the award-winning *Runner's World* Challenge, the award-winning *Runner's World* Half & Festival (www.RWHalf.com), and the *Runner's World* Heartbreak Hill Half & Festival (www.HHHalf.com), *Runner's World* editors forge deep connections and have meaningful interactions with our readers as an organic part of the running community. *Runner's World* publishes 18 international editions: Argentina, Australia/New Zealand, Belgium, Brazil, China, France, Germany, Italy, Mexico, The Netherlands, Norway, Poland, South Africa, Spain, Sweden, Turkey, United Kingdom and the United States. For digital updates, visit www.runnersworld.com, Twitter ([@runnersworld](https://twitter.com/runnersworld)), Facebook (Runner's World Magazine), as well as the brand's mobile apps.

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