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**CONQR ENDURANCE GROUP ANNOUNCES INAUGURAL  
PASADENA HALF MARATHON & 5K AT THE ROSE BOWL**

*Producers of Annual Skechers Performance Los Angeles Marathon Team Up with  
City of Pasadena and Rose Bowl Operating Committee on Inaugural Event*

**LOS ANGELES (February 9, 2016)** – Conqr Endurance Group, together with the city of Pasadena and the Rose Bowl Operating Company, today introduced the Pasadena Half Marathon & 5K at the Rose Bowl. The inaugural race, which features a majestic finish on the field at the Rose Bowl Stadium, will take place on January 22, 2017.

Interested runners and walkers will have their first chance to register on February 17<sup>th</sup> while general registration will open on March 16, 2016 at a “special, first day of registration only” rate of \$95 for the half marathon and \$40 for the 5K.

“We’re proud to feature such an iconic landmark and prestigious city in our newest event,” stated Tracey Russell, Chief Executive of Conqr Endurance Group. “As we strive to tap into the vibrancy of Los Angeles with each of our events, the City of Pasadena and the Rose Bowl Stadium proved a perfect fit, providing our participants with a unique finish unlike anything else in the world.”

The half marathon course showcases world famous Pasadena, featuring the Old Town district, the Norton Simon Museum and the Caltech University campus before runners and walkers experience a magnificent and special finish on the field at the Rose Bowl Stadium. The Pasadena Half Marathon will be the only race affording runners the opportunity to finish on the field that has hosted events like the Super Bowl, the Olympic Games, the World Cup and is home to the annual Rose Bowl Game and UCLA Bruins Football.

“The Rose Bowl Stadium has been host to some of the most historic events in the Los Angeles area throughout the years, including the 1994 Men’s World Cup Soccer Championships, 1999 Women’s World Cup Soccer Championship Game and U2 concert in 2009. We are thrilled that the Pasadena Half

Marathon will end its race on the field of the Rose Bowl Stadium, creating a once in a lifetime, memorable moment for all participants,” said Darryl Dunn, General Manager of the Rose Bowl Stadium.

With today’s announcement, Conqur Endurance Group has also introduced two new medal challenges, incentivizing runners and walkers to participate in its events year round to earn the unique, commemorative medals.

**Conqur LA Challenge:** Participants must complete the 2016 Santa Monica Classic 5K/10K, the Pasadena Half Marathon at the Rose Bowl and the 2017 Skechers Performance Los Angeles Marathon.

**Triple 5K Tour of LA:** Participants must complete the 2016 Santa Monica Classic 5K, the Pasadena 5K at the Rose Bowl and the 2017 LA BIG 5K.

### **About Conqur Endurance Group**

Conqur Endurance Group, a subsidiary of McCourt Global, 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 26,000 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. Conqur Endurance Group will host the 2016 Olympic Team Trials for Men’s and Women’s Marathon, awarded by USA Track & Field and the United States Olympic Committee, which will take place in Los Angeles on February 13, 2016. For more information, please visit [www.goconqur.com](http://www.goconqur.com).

### **About the Rose Bowl Stadium**

The Rose Bowl Stadium was built in 1922 to host the increasingly popular East-West college bowl game that followed the annual Rose Parade. It was to be a grand venue that would showcase beautiful Pasadena to the entire country, and ultimately, the whole world. And, it has succeeded beyond anyone’s wildest dreams.

There are many historic places across the nation, but only a small number have meaning to all Americans, these are our National Historic Landmarks. They are exceptional places forming a common bond between all of us.

The Rose Bowl Stadium represents great American ideas and ideals – that with vision, intent and hard work greatness can be achieved. These ideas and ideals are embodied in the structure, the people and the events that have taken place at the Rose Bowl Stadium through the decades. It is only fitting that we preserve this icon for future generations of Americans.

The Rose Bowl Stadium is in the midst of the largest, most comprehensive improvement project in its 90+ year history. This renovation will provide new revenue sources to fund long-term improvements, improve public safety, and modernize facility operations while maintaining the stadium's National Historic Landmark status. The goal of the enhancements is to retain the stadium's storied history while becoming current and improving the stadium and the Arroyo Seco for future generations of athletes, fans and television viewers.

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