



FOR IMMEDIATE RELEASE

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

**CONQR ENDURANCE GROUP ANNOUNCES OFFICIAL PARTNERS
OF THE PASADENA HALF MARATHON & 5K AT THE ROSE BOWL**

Local Businesses Rally behind the Inaugural Race, benefitting Ronald McDonald House

LOS ANGELES (January 6, 2017) – Conqr Endurance Group today announced its roster of official partners for the inaugural Pasadena Half Marathon & 5K at the Rose Bowl, which will take place on January 22, 2017. The esteemed lineup of local businesses, charity partners and running clubs will serve to support the event through a variety of activations and engagements on race day and beyond.

“We’re honored to have the support of so many prominent local businesses in the Pasadena community to help make the inaugural Pasadena Half Marathon & 5K at the Rose Bowl a first-class event,” said Tracey Russell, Chief Executive of Conqr Endurance Group, organizer of the Pasadena Half Marathon & 5K at the Rose Bowl. “Together with these organizations, we can create meaningful experiences for local residents and generate a lasting social and economic impact in the Pasadena community.”

Official partners will engage with race participants and community members in the lead-up to, and during race weekend through a variety of activities, including a presence at the Health & Fitness Expo January 20-21, promotional activations on race day and volunteer opportunities, to name a few.

Official Partners of the Pasadena Half Marathon & 5K at the Rose Bowl include:

- **Rose Bowl Stadium** – The Pasadena Half Marathon provides runners the exclusive opportunity to finish the race on the field of the iconic Rose Bowl Stadium, which has played host to some of the most historic events in the Pasadena area throughout the years, including the 1994 Men’s World Cup Soccer Championships and a U2 Concert in 2009.
- **Kaiser Permanente** – The Southern California based company will serve as the Official and Exclusive Healthcare Provider of the race, providing professional medical services to race participants while promoting and supporting active living and total health.
- **Ronald McDonald House** – The Pasadena Ronald McDonald House, which provides a community supported facility for families coming into Pasadena to seek advanced medical treatment for their critically or terminally ill children, is the official charity partner of the Pasadena Half Marathon & 5K at the Rose Bowl. The race will highlight the efforts of the non-profit while creating a platform for athletes to raise funds for the worthy cause.
- **Pasadena Convention Center** – The dynamic Pasadena Convention Center – with its state-of-the-art design and exposition hall space – provides a befitting venue for the Pasadena Half Marathon & 5K at the Rose Bowl’s Health & Fitness Expo. The Convention Center will welcome 7,500+ participants and Pasadena community members to interact with the race and its partners, and to participate in the excitement of race weekend activities.

- **Pasadena Magazine** – Pasadena Magazine chronicles life in Southern California’s most fascinating community, featuring high-quality journalism and photography. The esteemed publication will feature editorial coverage of the inaugural event.
- **Run With Us** – Pasadena’s staple specialty retailer for all things running for nearly 20 years has made a name for itself in the Pasadena community through its involvement with local organizations, high schools, doctors and running clubs. Run With Us welcomes Pasadena Half Marathon & 5K at the Rose Bowl participants to visit the store for running essentials and expert running advice.
- **Stride** – Coming to Pasadena in January, SoCal’s first dedicated treadmill studio is a place for runners of all levels to perfect their techniques through running and strength classes, designed to help anyone get better, faster and stronger. Stride looks forward to supporting the Pasadena Half Marathon & 5K participants throughout the year.
- **Dog Haus** – Dog Haus is Southern California’s craft casual hot dog concept. Once a week, the “Dog Haus Running Club” meets at the restaurant for a free run, followed by great food and drink specials and the opportunity to socialize with new friends. Dog Haus Running Club members are excited to participate in the Pasadena Half Marathon & 5K at the Rose Bowl.
- **Pasadena Pacers** – The oldest running club in San Gabriel Valley, the Pasadena Pacers is a renowned running club that gives runners ranging from first-timers to seasoned marathon veterans the opportunity to reach and maintain their fitness goals through running. As the Pasadena Pacers gather weekly at the Rose Bowl for their training runs, this group will be out in full force to join the fun on race day.
- **Wescom Credit Union** – Wescom Credit Union is a full service financial institution serving the banking needs of Southern California for more than 80 years. With 22 branches, the non-profit financial cooperative provides essential banking solutions to more than 200,000 members and is dedicated to helping members throughout Southern California build better lives. Wescom looks forward to cheering on members running in the Pasadena Half Marathon & 5k at the Rose Bowl.

The Pasadena Half Marathon & 5K at the Rose Bowl features a picturesque half marathon course through beautiful Pasadena, passing landmarks like the Colorado Street Bridge, Old Town Pasadena and Cal Tech University. The 5K run takes runners around the Brookside Golf Course. Both the half marathon and 5K runners will experience a magnificent finish on the field inside the world-famous Rose Bowl, exclusively available to runners at this event. For more information and to register for either the half marathon or 5K, visit: <http://www.pasadenahalf.com/>.

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.