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CONTACT: Carsten F. Preisz
213-542-3014
carsten.preisz@goconqur.com

Conqur Endurance Group to host Inaugural High School Challenge within sold-out Santa Monica Classic 5K/10K on September 11th

LOS ANGELES (September 7, 2016) – Conqur Endurance Group today announced the Santa Monica Classic 5K/10K on Sunday, September 11th will welcome more than 4,500 runners to participate in the ninth installment of the event. This year, the Classic will feature a High School Challenge between Santa Monica High School and Malibu High Schools' Cross Country teams. The inaugural High School Challenge is presented by the Santa Monica Daily Press.

“We are thrilled to kick-off our season with a sold-out Santa Monica Classic,” said Tracey Russell, Chief Executive of Conqur Endurance Group. “We’ve seen a significant increase in participation driven by the introduction of two triple-play running event series, the Conqur LA Challenge and the Triple 5K Tour of LA. We are also very proud to host the High School Challenge as it allows us to further develop our support of high school running.”

The Santa Monica Classic 5K/10K has become a staple on many runners' fall calendars. This year, the Santa Monica Classic is the official kick-off event of two special running series organized by Conqur Endurance Group, the Conqur LA Challenge and the Triple 5K Tour of LA:

Conqur LA Challenge - Athletes registered for Santa Monica Classic are still eligible to sign up for the Conqur LA Challenge and earn the series' medal. Runners must participate in all three events within the series in one season, the 2016 Santa Monica Classic (either the 5K or the 10K), the Pasadena Half Marathon at the Rose Bowl on January 22, and the 2017 Skechers Performance Los Angeles Marathon scheduled for March 19th.

Triple 5K - Athletes who are registered for the Santa Monica Classic 5K are still eligible to sign up for the Triple 5K Tour of LA and earn the series' medal. Runners must participate in all three events within the series in one season, the 2016 Santa Monica Classic 5K, the Pasadena 5K at the Rose Bowl on January 22, 2017 and the LA BIG 5K at Dodger Stadium scheduled for March 18, 2017.

ABOUT: Conqur Endurance Group, a subsidiary of McCourt LP, is a global endurance brand that channels the vibrancy of Los Angeles into experiences for individuals and communities to exceed extraordinary limits. The Skechers Performance Los Angeles Marathon, the marquis property in the Conqur portfolio, 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.

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