



## SKECHERS PERFORMANCE LOS ANGELES MARATHON ANNOUNCES PARTNERSHIP WITH GUINNESS WORLD RECORDS

*GUINNESS WORLD RECORDS™ offers runners the chance to turn record-breaking dreams into reality at the 2017 Skechers Performance Los Angeles Marathon*

**LOS ANGELES (December 15, 2016)** – The Skechers Performance Los Angeles Marathon is calling all runners to make their mark in history during the March 19, 2017 race. Beyond completing the 26.2 mile run on the iconic “Stadium to the Sea” course – a feat in itself – runners will be given the opportunity to attempt an official GUINNESS WORLD RECORDS title.

Helping to make this already extraordinary attempt event more memorable, GUINNESS WORLD RECORDS, the global authority on record breaking achievement, will provide record-breaking hopefuls with on-the-day record verification at the 2017 race. From creative costumed records like *Fastest marathon dressed as Elvis (current record: 2 hr 42 min 52 sec)*, to record challenges that require additional agility or skill, such as *Fastest marathon running with an egg and spoon (current record: 3 hr 47 min)*, attempting a record title offers the perfect opportunity to make marathon history on the world-famous streets of Los Angeles.

“Partnering with GUINNESS WORLD RECORDS is a natural fit for the Skechers Performance Los Angeles Marathon, and we’re thrilled to present runners this opportunity to exceed extraordinary limits and make their race experience even more special,” said Tracey Russell, Chief Executive of Conquer Endurance Group, the organizer of the Skechers Performance Los Angeles Marathon. “The annual race reflects Los Angeles’ signature style and vibrancy, and adding a record-breaking element further enhances the race as one of the most unique, fun and world-class endurance events in the US and around the world.”

With a presence at marathons in Toronto, London, Berlin and Sydney, the 2017 Skechers Performance Los Angeles Marathon marks the first time GUINNESS WORLD RECORDS will be on site verifying official record attempts at a US-based race.

Whether it be running 26.2 miles while handcuffed to your best friend or dressed as your favorite movie character of all time, runners have the opportunity to present a new record to set, or attempt to break one of more than 200 current marathon records, such as:

- *Fastest marathon carrying a 40 pound backpack (current female record: 4 hr 34 min 42 sec)*
- *Fastest marathon dressed as a landmark (current male record: 4 hr 54 min 02 sec)*
- *Fastest marathon dribbling a basketball (current male record: 3 hr 11 min 26 sec, current female record: 4 hr 28 min 11 sec)*
- *Fastest marathon in film character costume (current female record: 3 hr 44 min 18 sec)*
- *Fastest marathon with two runners handcuffed together (no current record, minimum requirement for mixed pair: 4 hr 15 min)*
- *Fastest marathon run by three generations (no current record, minimum requirement aggregate time: 10 hr)*

Runners can find the full list of existing marathon records and learn more about how to apply for their record-breaking moment at the 2017 Skechers Performance Los Angeles Marathon at <http://www.lamarathon.com/event-info/guinness-world-records> .

Hopeful participants must be entered in the Skechers Performance Los Angeles Marathon event before visiting the Guinness World Records [website](#) to apply to break or set a new record.

-ENDS-

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#### **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](http://www.goconqur.com).

#### **About Guinness World Records**

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual *Guinness World Records* books have sold over 136 million copies in over 20 languages and in more than 100 countries. Additionally, the *Guinness World Records: Gamer's Edition*, first published in 2007, has sold more than 4 million copies to date.

Guinness World Records' worldwide television programs reach over 750 million viewers annually and more than one million people subscribe to the GWR YouTube channel, which enjoys more than 300 million views per year. The GWR website receives 18 million visitors annually, and we have over 10 million fans on Facebook.

The Guinness World Records commercial sales division provides bespoke consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programs, and live and experiential events.