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SKECHERS PERFORMANCE LOS ANGELES MARATHON INTRODUCES STADIUM VS. SEA CHARITY CHALLENGE

'Race Within a Race' Gives Charity Athletes Opportunity to Run Portion of 'Stadium to the Sea' Course

LOS ANGELES (August 23, 2017) – Conqur Endurance Group introduced today the Stadium vs. Sea Charity Challenge, providing charity athletes a unique opportunity to experience a portion of the world-famous 'Stadium to the Sea' course alongside athletes participating in the Skechers Performance Los Angeles Marathon.

"We're thrilled to introduce this exclusive opportunity for our charities," stated Rachel Sanchez, Senior Manager, Non-Profit & Community Partnerships for Conqur Endurance Group. "We're confident this truly unique race offering will bolster fundraising efforts that already reach \$4 million annually, creating a lasting impact both locally and globally."

Charity athletes will have the option to run from Dodger Stadium to Hollywood (Stadium) or from Hollywood to Santa Monica (Sea). Athletes who choose the Stadium portion will run past iconic landmarks like the Walt Disney Concert Hall and TCL Chinese Theater while those running the Sea portion will have the opportunity to run down Rodeo Drive and finish near the ocean at the Santa Monica Pier.

In the spirit of friendly competition, the Stadium runners will compete against the Sea runners in a variety of challenges, with awards distributed to the winners of the following categories.

- Largest total amount raised by either Stadium or the Sea section
- Most funds raised by an individual for each section
- Most funds raised by a single charity
- Fastest Per Mile pace for each section
- Fastest Per Mile pace overall

Space is extremely limited for this 'race within a race' and is expected to sell out very quickly. Interested athletes are encouraged to visit the charity section on www.lamarathon.com to view the organizations that have been awarded Stadium vs. Sea Charity Challenge entries. Athletes must contact the charity directly to learn about availability of entries and team requirements (including fundraising).

Registration for the Skechers Performance Los Angeles Marathon and the Stadium vs. Sea Charity Challenge will open on Thursday, August 31st.



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 24,000 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 Pasadena Half Marathon & 5K at the Rose Bowl, the Santa Monica Classic 5K/10K and the LA BIG 5K. Conqur also owns and operates one of the largest marathon training programs in the U.S., the LA Road Runners. Through official charity programs and strategic partnerships, Conqur supports dozens of nonprofit partners; the most notable being Students Run LA, one of the foremost nonprofit youth running programs in the nation. For more information, please visit www.goconqur.com

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