



2010 Myrtle Beach Mini Marathon™ - Fact Sheet

The Inaugural Myrtle Beach Mini Marathon™, produced by Continental Event and Sports Management Group LLC will be held on October 24, 2010 at 7:00 AM. The race is expected to attract a field of over 5,000 for the half marathon plus an additional 2,000 for the 5K race and other events to be held the day before.

- The race **starts at Medieval Times**, with a joust and regal ceremony. Runners will then go over the intercoastal to Coastal Grande, through Grissom Parkway, Broadway at the Beach, Ocean Blvd and **finishes on the paved Boardwalk at Plyler Park.**
- The Myrtle Beach Mini Marathon™ will be one of the **top destination races** in the country with an average temperature of 66° F.
- **Race Highlights:**
 - Scenic, flat and fast course through some of Myrtle Beach's most scenic areas and finish on the brand new Myrtle Beach Boardwalk
 - Awesome spinning surfboard themes medals for all finishers...they boast to be the largest medals on the Atlantic Coast at a whopping 8 inches in length.
 - Tech shirts for all participants
 - Live post race beach side party and concert
 - Race weekend includes 2 day Health & Fitness Expo, Coastal 5K at Myrtle Beach, Doggie Dash and High Heel Run benefitting the Grand Strand Humane Society.
- **Weekend Events:** Events surrounding Half Marathon Weekend include races, parties, and the 2-day Health and Fitness Expo which is free and open to the public (expected attendance is 8,000). Runners can also run the Coastal 5K, the Doggie Dash Benefiting the Grand Strand Humane Society and the High Heel Run benefitting the Grand Strand Humane Society on Saturday, October 23, 2010. Parties include a Movie on the Lawn of the Marina Inn on Saturday at dusk and a Post Race Live Concert on the sand at the finish line.
- **Charity Partners:** The Inaugural Myrtle Beach Mini Marathon™ is proud to support local and national charities making a difference in the world. We have teamed up with the Grand Strand Humane Society to create several programs to fund raise for their cause, including the Doggie Dash and High Heel Run on Saturday, October 23. All net proceeds from these two events will go directly to the Society. The Grand Strand Humane Society takes in animals brought in by the City of Myrtle Beach Animal Control as well as those brought into the shelter by members of the community. They are committed to the care and humane treatment of all homeless and abandoned animals.

On October 24, 2010, the Myrtle Beach Mini Marathon™ will celebrate its inaugural event with an expected field of over 7,000 runners on Half Marathon Weekend.

For more information contact **Robert Pozo** at **305-804-3442** or **media@runmyrtlebeach.com**.

www.RunMyrtleBeach.com
