



**CONTINENTAL**  
eventANDsportsMANAGEMENT

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**ATTENTION:** All Editors

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## **MYRTLE BEACH MINI MARATHON™ TO EXTEND DEEP DISCOUNT**

**IN AN EFFORT TO SHOWCASE MYRTLE BEACH AS A RUNNER-FRIENDLY COMMUNITY, MINI MARATHON RACE OFFICIALS EXTEND HALF OFF REGISTRATION TO THOSE REGISTERED PARTICIPANTS OF THE 2010 MYRTLE BEACH MARATHON AND HALF MARATHON**

**MYRTLE BEACH (February 18, 2010)** - Continental Event & Sports Management Group, LLC producers of the inaugural Myrtle Beach Mini Marathon™, wants to show the running community that Myrtle Beach is not only a wonderful place to run. Runners who were registered for the 2010 Myrtle Beach Marathon and Half Marathon, which was canceled due to an epic and unusual snowstorm, will now be eligible to register for the Myrtle Beach Mini Marathon™ to be held on October 24 for 50% off the current fee of \$60. To take advantage of this deep discount runners are asked to email proof of their registration to [info@myrtlebeach.com](mailto:info@myrtlebeach.com) from now until 12 midnight on February 26, 2010. Race officials will then email them the discount code to be used by March 5, 2010. This offer is only valid on-line for those officially registered and submitting proof of registration for the canceled event and it is not transferable.

The Myrtle Beach Mini Marathon™ event is attracting runners from all over the United States and various foreign countries and it is dedicated to the sport in this wonderful city. President and founder of this inaugural race, Robert Pozo stated, “It is important for us to help renew the faith in runners to return and run in Myrtle Beach. We are really excited to bring the Myrtle Beach Mini Marathon™ to the shores of Myrtle Beach at a time in the year when the temperatures are cool enough for a pleasant run, yet comfortable enough to enjoy the after race party right on the beach.”

The Myrtle Beach Mini Marathon™ on October 24 is the culmination of a wonderful weekend beginning on October 22 with a two-day expo, as well as, the Coastal 5K, Doggie Dash and High Heels run on October 23. The magnificent course of the Myrtle Beach Mini Marathon™ will wind its way through North Ocean Blvd. and finish on the new Boardwalk before spilling onto a huge beach party and concert celebrating the successes of the race completion. Event Organizers have also partnered with the Grand Strand Humane Society to provide much needed support and community awareness of this charity organization. Information on the Myrtle Beach Mini Marathon™ can be found on [www.RunMyrtleBeach.com](http://www.RunMyrtleBeach.com).

***About Continental Event and Sports Management Group LLC.** Continental Event and Sports Management Group LLC is a company formed to produce world-class running events. Robert Pozo, Founder and President of Continental has over 14 years of experience in the race production industry providing unparalleled events to participants and their host communities. Aside from being an athlete himself, Robert is one of the founders and held the position of Race Director of the ING Miami Marathon since its inception in 2003. He has also served as Executive Race Director of the ING Georgia Marathon, the Chicago Half Marathon and the 13.1 Marathon Series. Continental Event and Sports Management*

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