



CONTINENTAL
event AND sports MANAGEMENT

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ATTENTION: All Editors

FOR IMMEDIATE RELEASE

MYRTLE BEACH RACE POISED TO OPEN REGISTRATION AND ACHIEVE RECORD NUMBERS FOR MYRTLE BEACH

**NATIONAL REGISTRATION BLITZ AND PARTNERSHIP WITH THE CITY IS A
WINNING COMBINATION IN MAKING THE RACE A MUST-DO FOR ALL RUNNERS**

MYRTLE BEACH (October 19, 2009) – Continental Event and Sports Management Group LLC, a company specializing in the production of world-class running events, announces the launch of the Myrtle Beach Mini Marathon Weekend. This event is strategically placed at the beginning of the running season while temperatures are still in the low 60's so participants can enjoy a great running event and a last getaway weekend at the beach before winter sets. Organizers forecast that the half marathon will become a destination race for runners throughout the U.S.

Six thousand runners and walkers are expected to participate in the half marathon event weekend which will be held on October 22-24, 2010, with a full schedule of events including a 2 day Health & Fitness Expo, the Coastal 5K at Myrtle Beach, a one mile Doggie Dash benefitting the Grand Strand Humane Society, and the eighty meter High Heel Run benefitting the Grand Strand Humane Society.

The half marathon course will begin and run through Freestyle Music Park, continue around Coastal Grande, Grissom Parkway, and Broadway at the Beach before heading east towards the ocean, running south on Ocean Blvd, entering the brand new Myrtle Beach Boardwalk at its southernmost point and finishing right on the Boardwalk at Plyler Park to enjoy a beautiful fall day at the beach, relaxing ocean side to the tunes of the area's best live bands.

“This is a key vacation destination in the US and there really is no better way to showcase the city than with a walking or running tour through the area's highlights. Finishing on the newly built paved Boardwalk will give runners a feeling of paradise. We are very honored and proud to be able to work with such wonderful city groups and agencies in making this one of the premiere destination races in the next few years,” said Robert Pozo, race founder and race director.

Event organizers have partnered with the Myrtle Beach Convention and Visitors' Bureau and the City of Myrtle Beach to bring this event to fruition. Event Organizers have also partnered with the Grand Strand Humane Society to provide much needed support and community awareness of this charity organization.

Registration for the Inaugural Myrtle Beach Mini Marathon will open on October 23, 2009 at 6:00 am with a special inaugural offer marking the opening of the inaugural year. Registration will be significantly reduced to \$30 for the first 200 registrants, \$36 for the next 200 registrants, followed by \$42 for the remainder of the opening week ending at midnight on October 29. Regular fees will be \$60

after this special pricing expires. Registration and race information for the Myrtle Beach Mini Marathon can be found at 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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