

Myrtle Beach Selected as Site for 2010 Myrtle Beach Mini Marathon Weekend

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FOR IMMEDIATE RELEASE

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MYRTLE BEACH, S.C. – The Myrtle Beach Area Chamber of Commerce/Convention and Visitors Bureau announces the inaugural Myrtle Beach Mini Marathon Weekend, Oct. 22-24, 2010. The MBACC/CVB has teamed with Continental Events and Sports Management Group LLC, specializing in the production of world-class running events, and the city of Myrtle Beach to bring this event, which will take place in October 2010, 2011 and 2012, to Myrtle Beach. Six thousand runners and walkers are expected to participate in this destination race for competitors throughout the United States.

The weekend will consist of the following activities:

- Two-day health and fitness expo
- Coastal 5K race
- One-mile Doggie Dash to benefit the Grand Strand Humane Society
- 80-meter High Heel Run to benefit the Grand Strand Humane Society
- 13.1-mile Myrtle Beach Mini Marathon

“Continental Events and Sports Management has developed an action-packed weekend that will be sure to bring repeat visitors to the Myrtle Beach area,” said Brad Dean, MBACC president and CEO. “The Myrtle Beach Mini Marathon will grow our lineup of shoulder-season events while providing a unique offering that combines health and fitness with charitable giving. The races to benefit the Grand Strand Humane Society will add an entertaining fundraising touch.”

The marathon course will provide participants a sampling of some of the best Myrtle Beach has to offer:

- Freestyle Music Park (start)
- Coastal Grand Mall
- Robert Grissom Parkway
- Broadway at the Beach
- East to the ocean and then south on Ocean Boulevard
- Myrtle Beach boardwalk (south end)
- Boardwalk at Plyler Park (finish)

After the race, competitors will be treated to live entertainment oceanside.

“This event is strategically planned at the beginning of the running season when temperatures are in the low 60s so participants can enjoy a great running event and a last getaway weekend at the beach before winter sets in,” said Robert Pozo, race founder and director. “There really is no better way to showcase this key vacation destination than with a walking or running tour through the area’s highlights, especially with the finish line on the new boardwalk. We are very honored and proud to be able to work with such wonderful Myrtle Beach groups and agencies in making this one of the premiere destination races over the next few years.”

Registration for the inaugural marathon opens at 6 a.m. Oct. 23, 2009, with a special offer marking the first year. Registration will be reduced from \$60 to \$30 for the first 200 registrants, \$36 for the next 200 registrants, followed by \$42 for the remainder of the week ending at midnight Oct. 29. Regular fees will be \$60 after the special pricing expires.

To register and for more information, visit 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, Continental founder and president, has more than 14 years of experience in the race production industry, providing unparalleled events to participants and their host communities. An athlete himself, Pozo is a founder and 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.

About the Myrtle Beach Area Chamber of Commerce

Since 1938 the MBACC has stood as the unified voice of the Grand Strand's business community. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation, one of only several chambers in South Carolina to earn this distinction. The chamber serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach and Pawleys Island. For more information, visit MyrtleBeachAreaChamber.com.

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