

## SEVENTH-ANNUAL SALT LAKE CITY MARATHON SEES RECORD REGISTRATION, GETS NEW 5K ROUTE

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FOR IMMEDIATE RELEASE

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SALT LAKE CITY, UT (March 16, 2010) — The Salt Lake City Marathon has a lot more registrants at this time than in years past. "We have almost double the amount of registrants for the half marathon alone right now, compared to last year," says Race Director, Scott Kerr. "The numbers indicate this could be a very exciting year."

The Marathon hits the ground running on April 17, with an all new course for the 5K Fun Run and Walk. Last year the course kicked off at Washington Square, but marathon officials changed the route this year to accommodate the growing crowds. It will now both start and finish adjacent to the fountain at the Gateway Plaza.

“The Gateway has the space and parking we need accommodate a larger crowd,” says Kerr. “It also makes for a much more exciting 5K venue with thousands of spectators cheering them on.”

Something else of note, sponsor, Cream O’Weber, just re-signed with a multi-year partnership. Glaceau/Powerade, along with Swire Coca Cola, have also recently become new sponsorship partners this year.

“The Bike Tour is a particular favorite among participants as well,” says Kerr. The 25-mile Bike Tour offers biking fans the opportunity for a non-stop ride through the most scenic and spectacular parts of the Salt Lake Valley. The Bike Tour start is at 6:00 am and located at the Olympic Legacy Bridge (marathon start line) on the University of Utah Campus and finishes at The Gateway.

With the greater participation, race officials are also in need of more volunteers this year to help out. Volunteers are needed for all expo and running events including the 5K, half marathon, bike tour, and full marathon. Those interested in volunteering can visit the volunteer info page online or email Richard Weinssoft at [rweinssoft@hotmail.com](mailto:rweinssoft@hotmail.com) for more info.

The Quality of Life Expo will be held at the Salt Palace Convention Center (100 South West Temple) on Thursday, April 15, from 4:00 – 7:00 p.m. and Friday, April 16, from 11:00 a.m. – 8:00 p.m. The Expo will feature a variety of vendors who specialize in health and wellness lifestyle oriented products and services, including running equipment, training programs, new technology, race opportunities, nutrition, race clinic information, guest appearances and much more.

The event is excited that Cannella’s will once again host the pasta party on Friday, April 16th.

For customized training schedules, online training tips, or general help, runners should visit the Salt Lake City

Marathon website, [www.saltlakecitymarathon.com](http://www.saltlakecitymarathon.com)  
or participate in discussions on the official Facebook group page &ldquo;Salt  
Lake City Marathon&rdquo;

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