

FOR IMMEDIATE RELEASE

October 9, 2007

For more information:

John Parks, ICR
562-427-4606, ext 5
949-290-5508 Cell
jparks@runICR.com



**Professional Cyclist Tony Cruz Serves as Grand Marshal
for 2007 Long Beach International City Bank Marathon Bike Tour**

Team Discovery Cyclist to ride on behalf of the Lance Armstrong Foundation

Long Beach, Calif. (October 9, 2007) — International City Racing is proud to announce that Team Discovery professional cyclist Tony Cruz will be the Marathon Bike Tour Race Grand Marshal this Sunday, October 14th. Tony is a former Olympian and National Champion in cycling. He is currently a member of the Discovery Challenge Pro Cycling Team. In 2007, Team Discovery has won more races than any other team in the world. Tony was also one of the featured racers when his team won the Tour of California that finished in Long Beach this past February. Tony is a Long Beach resident will be riding the event with his friends and family including his wife Jody, and kids Aiden, age 4, Alexi, age 12, and Brandon, age 16.

A former teammate of Lance Armstrong, Tony will be riding in the Bike Tour representing the Lance Armstrong Foundation. He will be riding with fellow cyclists who have helped to raise funds for this worthy cause. In 2006 Long Beach ICB Marathon Bike Tour participants raised over \$25,000 for LAF and their fight against cancer. This year, individuals who were able to raise \$500 or more will join Tony for a special start of the Bike Tour at 6 am on Sunday. The 26.2 Mile Bike Tour is part of the Long Beach ICB Marathon event and begins prior to the Full and Half Marathon Run which starts at 7:30 am. All the streets are closed and participants of the Bike Tour get the full marathon experience. The race starts on Shoreline Drive and Linden Ave.

About the Event: Around 18,000 runners, walkers and cyclists are expected to be competing in the 23rd Annual Long Beach International City Bank Marathon events on Sunday, October 14, 2007. This year's event includes a Full-Marathon, Half-Marathon, recreational Marathon Bike Tour, 5K Run / Walk and Kids 1 Mile Fun Run. All participants receive an event t-shirt and race goodie-bag. Finishers in the Marathon, Half Marathon, and Bike Tour will receive a commemorative finisher's medal. In a continuing tradition, wheelchair and handcycle participants can compete in the full marathon.

Over 30,000 will attend the 2-day Health & Fitness Expo at the Long Beach Convention Center, Hall C, on Friday, October 12th from 12 noon to 7:00 pm and Saturday, October 13th from 9:00 am to 6:00 pm. With over 100 exhibitors, attendees can see all the latest in the running, health and fitness industry. All athletes must attend the expo to pick up their race packet. The expo is also the last place to register for any of the marathon events. There is not race-day registration or packet pickup. The expo is FREE and open to the public.

On race day, 30,000 will attend the Michelob Ultra Finish Line Festival on the Marina Green on Shoreline Drive. The Long Beach YMCA is serving a pancake breakfast for participants on race day. The festival offers live music, food and fun. It is the gathering place and viewing area for friends, family and guests of all participants. The festival is also FREE and open to the public.

2007 event sponsors include Title Sponsor International City Bank, and Official Sponsors, Saturn –Official Vehicle, JetBlue Airways – Official Domestic Airlines, Long Beach Memorial Medical Center and Miller Children's Hospital – Official Medical Provider, EVA Airways – Official International Airline, Road Runner Sports – Official Running Specialty Store, Asics – Official Shoe, Buono's Pizzeria – Official Pizza, Yellow Book USA - Kids 1 Mile Fun Run sponsor, and Michelob Ultra the Finish Line Festival sponsor. Product Sponsors include POWERade – the on-course energy drink, GU – the on course energy gel, REI – bike tour sponsor, and Long Beach Renaissance Hotel – Official Headquarters Hotel. Media Partners include the Long Beach Convention and Visitors Bureau, Prevention Magazine, the Aquarium of the Pacific, the Downtown Long Beach Associates, and KABC 790 Talk Radio. For more information, visit the website www.runlongbeach.com or call 562-427-4606.

About the Lance Armstrong Foundation: The Lance Armstrong Foundation (LAF) inspires and empowers people affected by cancer. We help people with cancer focus on living; we believe that unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis, the LAF provides the practical information and tools people with cancer need to live life on their own terms. The LAF serves its mission through advocacy, public health and research. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF is located in Austin, Texas. For more information, visit livestrong.org.

About International City Racing: Led by Olympic Gold Medalist Bob Seagren, International City Racing, Inc. (ICR) specializes exclusively in the development, management and implementation of endurance, health and fitness events.

###