

Long Beach INTERNATIONAL CITY BANK ICB Marathon



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Long Beach International City Bank Marathon Joins with California State University Long Beach to Make Marathon Course More Scenic & Fun

University Community to celebrate participants as they run through campus!

Long Beach, Calif. — The course for the 24th Annual Long Beach International City Bank Marathon – nationally known for its scenic mix of oceanside views and city landmarks —just got more scenic and fun!

California State University, Long Beach, and International City Racing, are excited to announce that the full marathon course has been changed to allow participants to run through the picturesque campus eliminating a lonely stretch on Studebaker Road which was miles 16-17-18 of the marathon. The university and campus community is expected to be out in force to welcome and cheer on the runners as they pass through.

The university has exciting plans to have their cheerleaders, pep band, and the school's mascot -- Prospector Pete -- welcome runners as they enter campus. Bands, athletic teams, Greek organizations and student groups will line the course and cheer, with the school awarding prizes to the groups showing the most spirit!

"Cal State Long Beach has a tradition of being a place where people come to test their skills and to strive to do the best they can," said President F. King Alexander. "Our university is very excited to host those who will be participating in the Long Beach International City Bank Marathon. We promise them a beautiful location every step of their way through our campus, and students and others who will make sure to let them know they're welcome and doing a great job."

"The runners are going to love this part of the course said Bob Seagren, CEO of ICR. The environment should be fantastic as the university is going to throw a big party on race day to celebrate all the runners as they pass through campus. This is especially important around mile 17 thru 20 as this is when runners sometimes "hit the

wall” and lose the energy to complete the event. It will be very motivating for them. Running through the campus will create a fantastic experience for everyone.”

Most of marathon course remains the same – especially the scenic parts along the beach and ocean. The changes will only affect the full marathon route. Miles 12-13 take in the spectacular scenery of Marine Stadium, and the Long Beach Marina. After leaving Marine Stadium, runners circle Colorado Lagoon and head towards California State University, Long Beach. Miles 17 & 18 will now travel directly through the campus and pass popular community icons including the *Walter Pyramid and the Carpenter Performing Arts Center*. Mile 19 passes Bixby Hill, site of the historic Rancho Los Alamitos, then Pass Recreation Park, Blair Field and the Colorado Lagoon, the homestretch is now in sight.

18,000 plus runners, walkers and cyclists are expected to be competing in the 24th Annual Long Beach International City Bank Marathon events on Sunday, October 12, 2008. This years event includes a Full-Marathon, Half-Marathon, recreational Marathon Bike Tour, the Run Forrest Run 5K and the 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.

More than 30,000 are expected to attend the two-day Health & Fitness Expo in Hall C at the Long Beach Convention Center on Fri., Oct. 10 (Noon-7 p.m.) and Sat., Oct. 11 (9 a.m.- 6 p.m.). Featuring more than 100 exhibitors, the Expo -- FREE to the public -- will highlight the latest in the running, health and fitness industry. All athletes must attend the expo to pick up their race packets, and the expo is also the last place to register for any of the marathon events. There is no race-day registration or packet pickup.

On race day, 30,000 are expected at the Michelob Ultra Finish Line Festival on the Marina Green on Shoreline Drive. The festival offers live music, food and fun, and is a gathering place and viewing area for friends, family and guests of all participants. Like the Expo, the festival is FREE to the public.

Event sponsors for 2008 include: Title Sponsor - International City Bank: Official Sponsors: Saturn –Official Vehicle; JetBlue Airways – Official US Airlines; Long Beach Memorial Medical Center and Miller Children's Hospital – Official Healthcare Provider; EVA Airways – Official International Airline; the Bubba Gump Shrimp Company – 5K Sponsor; Road Runner Sports – Official Running Specialty Store; Buono's Pizzeria – Official Pizza, and Michelob Ultra - Finish Line Festival sponsor. Product Sponsors include: Cliff Bar – the on course energy bar and gel; REI – bike tour sponsor and Long Beach Hyatt Hotel – Official Headquarters Hotel. Media Partners include the Long Beach Convention and Visitors Bureau, Prevention Magazine, the Aquarium of the Pacific, and the Downtown Long Beach Associates.

For more information on the Long Beach International City Bank Marathon, please visit www.runlongbeach.com or call 562-427-4606.

About California State University Long Beach *With approximately 37,000 students, California State University, Long Beach is recognized for its academic excellence by U.S. News & World Report and the Princeton Review. Considered a university placed in a garden setting, the campus is noted for its extensive landscaping and trees, as well as for significant environmental sculpture, much of it created specifically for CSULB during an international sculpture symposium conducted in 1965. Marathon participants will run past several of the university's iconic buildings and sculptures including the Walter Pyramid, the Lyman Lough Fountain, the Carlson/Bloc Tower, the Carpenter Performing Arts Center and the Bob Cole Conservatory of Music.*

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. ICR events include the Pacific Open Water Challenge held in June, the Long Beach ICB Marathon held in October, the Pasadena Marathon held in November, Dana Point Turkey Trot 10K & 5K held on Thanksgiving Day and the OC Marathon held in May.

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