

**Media Note & Contact:**

For inspiring runner/walker participant stories, interview and photography requests, as well as VIP parking access on race day, please contact Holly Johnson at Imagica Communications, [holly@imagica.us](mailto:holly@imagica.us) or 941.350.9615.

**7-Days to First Watch Sarasota Half Marathon & Relay****3,000 runners and walkers expected for March 13th race****Relay team spots sold out – half marathon spaces still available**

SARASOTA, Fla., Mar. 8, 2011... Drawing runners from across Florida as well as 40 other U.S. states, the 2011 First Watch Sarasota Half-Marathon & Relay is expected to draw 3,000 participants including 300 relay team members (150 total teams) for this inaugural team addition to the annual running/walking event.

**Local Running Stores sponsor packet pick up and on-site registration**

To provide participants with a number of convenient locations to pick up their race packet or sign up to participate, local running stores from Tampa and Bradenton to Sarasota will be hosting packet pick up and registration for runners and walkers who missed the on-line registration cut off date.

**PRICING & REGISTRATION INFORMATION****First Watch Sarasota Half-Marathon: REGISTRATION STILL OPEN**

\$95 - on-site registration only available at running store locations (below), including packet pick up for all participants

**First Watch Sarasota 2-Person “Finish Together” Relay – SOLD OUT****WHAT’S INCLUDED FOR PARTICIPANTS:**

- Improved and expanded scenic course
- Medical & Police Safety Support
- Mile marker aid stations with water and Gatorade
- GU Energizing Station at mile 7.5
- Customized Cool-Fit Tech Shirt
- “Finish Together” 2-person Team Relay
- 4-Hour course limit making it truly walker friendly
- Spinning finisher medal for all participants
- Post Race party with premium First Watch breakfast items
- Post Race Massage presented by Performance Chiropractic & Rehabilitation

## **PACKET PICK UP AND ON-SITE REGISTRATION LOCATIONS**

### **Saturday, March 5, 2011: 3 PM - 7 PM**

Fit 2 Run Tampa - International Plaza  
2223 N. West Shore Blvd. Tampa, FL 33607

### **Wednesday, March 9, 2011: 3 PM - 7 PM**

Fleet Feet Sarasota  
1830 S Osprey Ave #104, Sarasota, FL 34239

### **Thursday, March 10, 2011: 3 PM - 7 PM**

On A Shoe String - Bradenton  
3633 Cortez Road West, #A-4 Bradenton, FL 34210

### **Friday, March 11, 2011: 3 PM - 7 PM**

Fit 2 Run Sarasota - University Pkwy  
8249 Cooper Creek Blvd, Sarasota, Florida 34201

### **Saturday, March 12, 2011: 9 AM - 6 PM**

New Balance Sarasota  
1872 Stickney Point Road Sarasota, FL 34231

## **FIRST WATCH SARASOTA HALF MARATHON & RELAY DETAILS**

### **WHEN:**

Sunday, Mar. 13, 2011  
7 a.m. (B-Tag timing)

### **START/FINISH:**

First Watch Sarasota Half-Marathon & Relay  
Van Wezel Performing Arts Hall  
777 North Tamiami Trail  
Sarasota, FL 34236

On Florida's Gulf (West) Coast, one hour south of Tampa International Airport off I-75 with close in access from SRQ International Airport in Sarasota.

### **COURSE INFO:**

The First Watch Sarasota Half Marathon & Relay Race features a fast and scenic, course for runners and walkers. There is also a male/female push rim wheelchair division for the Half Marathon. The Relay Race follows the same course with the transition area near Van Wezel on N. Tamiami & 10<sup>th</sup> Street.

The start and finish are at Van Wezel Performing Arts Hall, with the course running along some of Sarasota's most popular sights: Sarasota Bay, over the John Ringling Bridge, Sarasota Yacht Club, Bayfront Marina & Park, Sarasota Jungle Gardens and Bay Shore Neighborhoods. This waterfront course is a run with a view!

**CHARITY PARTNERS:**

The First Watch Sarasota Half Marathon & Relay offers a variety of charity organization partners for runners and walkers to support, including locally based ShamRockersUSA Teen Running Club, Sarasota Area Sports Authority, and Community Haven. Please visit [sarasotahalfmarathon.com](http://sarasotahalfmarathon.com) for more information.

**AWARDS:**

M/F Overall

M/F Local Finisher (Sarasota or Manatee County residence)

M/F Master (40+)

M/F Grand Master (50+)

M/F Wheelchair push-rim only

Age Group awards will be presented to the top 3 finishers in the listed age group divisions

**TO VOLUNTEER:**

Volunteers are welcome and needed for packet pick-up and event day. For more information and to register, visit [www.sarasotahalfmarathon.com](http://www.sarasotahalfmarathon.com) or email [volunteer@sarasotahalfmarathon.com](mailto:volunteer@sarasotahalfmarathon.com)

**ABOUT: U.S. Road Sports & Entertainment Group**

U.S. Road Sports & Entertainment Group is a health and wellness company that is dedicated to the production of world-class endurance events. The mission of U.S. Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city's culture, identity and brand. For each participant, U.S. Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. U.S. Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.

In addition to the First Watch Sarasota Half-Marathon & Relay, USRS hosted events include South Florida's largest road race, the ING Miami Marathon and Half Marathon®, as well as the Chicago Half-Marathon, Publix Georgia Marathon, 13.1 Marathon® Series and the Publix Escape to Miami Triathlon.

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