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New Balance Sarasota named official apparel sponsor for the First Watch Sarasota Half Marathon & Relay

SARASOTA, Fla., Feb. 1, 2011...US Road Sports & Entertainment Group (USRS), organizers of the First Watch Sarasota Half Marathon & Relay, has partnered with New Balance Sarasota to be the official apparel sponsor for this year's race, taking place Mar. 13, 2011.

As the apparel sponsor, New Balance Sarasota and University Park owners Molly and David Jackson will be represented as the recommended apparel and running shoe brand throughout the event's marketing campaign. In addition to the apparel sponsorship, New Balance Sarasota is also the sponsor for two of the race's training programs, inMotion walking and running, led by New Balance Running Team members Holly Johnson, Eric Kahl and Jackie Miller.

"New Balance knows that running is at the heart of all sports and with our deep heritage as a running, fitness and community-based company, we are proud to be a partner of US Road Sports and the First Watch Sarasota Half Marathon & Relay race," said Molly Jackson, co-owner of New Balance Sarasota and University Park.

Race information

Information on the race and on-line registration can be found at www.sarasotahalfmarathon.com. Cost is \$75 for the half-marathon and \$95 for the two-person relay team through March 7th. More than 2,500 runners and walkers are expected to participate in this year's race, with registration and hotel rooms outpacing previous years. Interested participants are encouraged to register and reserve rooms as soon as possible and avoid price increases the week of the race.

About US Road Sports & Entertainment Group

U.S. Road Sports & Entertainment Group (USRS) is a health and wellness company dedicated to the production of more than 25 world-class endurance events nationwide, including last weekend's ING Miami Marathon and Half Marathon® that attracted more than 21,000 participants. Other notable events USRS organizes include the Chicago Half-Marathon, Publix Georgia Marathon, 13.1 Marathon® Series and the Publix Escape to Miami Triathlon.

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Media Note: Interview and photography requests are welcome. Please contact Holly Johnson at Imagica Communications, holly@imagica.us or 941.350.9615 for more information.