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7th Annual First Watch Sarasota Half Marathon & Relay Partners with First Lady Michelle Obama's "Let's Move!" Initiative for March 11, 2012 Race

SARASOTA, Fla., Nov. 22, 2011... U.S. Road Sports & Entertainment Group (USRS) is proud to announce another record year planned for the seventh annual First Watch Sarasota Half Marathon & Relay. Over 4,000 participants are expected to participate on March 11, 2012 between the half marathon and the "Finish-Together Relay" which debuted in 2011.

PRESEDENTIAL PARTNERSHIP

In support of First Lady Michelle Obama's "Let's Move!" initiative to end childhood obesity within a generation, the President's Council on Fitness, Sports & Nutrition has selected the First Watch Sarasota Half Marathon to be part of this campaign to encourage Americans of all ages, abilities and backgrounds to achieve the Presidential Active Lifestyle Award (PALA). Participants of the First Watch Sarasota Half Marathon who demonstrate proper training, physical activity and healthy eating goals as part of the partnership with this Presidential Campaign will be eligible to qualify for a PALA including a certificate signed by the Council co-chairs and the president of the United States.

Half-marathon and relay race participants can register to participate in PALA via the First Watch Sarasota Half Marathon website, www.sarasotahalfmarathon.com, and join the First Watch PALA team, with the goal of becoming one of the largest groups of participants in the nation!

WORLD-CLASS EVENT PRODUCTION

Known for its world-class event production with events as large as the ING Miami Marathon, Chicago Half Marathon and the nationally acclaimed 13.1 Marathon® Series, USRS is looking forward to Sarasota's largest endurance event's growth with newly added participant perks such as gender specific shirts and what might be the largest finisher medal in the state. Thousands of visitors from more than 40 states and Canada traveled to Sarasota for this event in previous years and increased promotions for 2012 in the Northeast, Midwest and Canada are expected to continue to help grow the event and showcase Sarasota as a premier running race and vacation destination

"Sarasota is the perfect venue for a race of this caliber and the overwhelmingly positive feedback from 2011 has reassured us this race will continue to grow and be enjoyed by thousands from both near and far," said Race Director Javier Sanchez. "After all, who wouldn't want to run a beautiful half marathon course and finish the weekend off on the #1 ranked 'Most Beautiful Beach in America'?" Sanchez added.

EVENT DETAILS

First Watch Sarasota Half-Marathon Race & Relay

Sun., Mar. 11, 2012

7:00 am Start (B-Tag timing)

Start/Finish at Van Wezel Performing Arts Hall

777 North Tamiami Trail; Sarasota, FL 34236

COURSE INFO

The First Watch Sarasota Half Marathon & Relay Race features a fast and scenic course filled with PR's for both 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 & 10th Street.

NOT ONLY FOR RUNNERS

Truly WALKER FRIENDLY keeping the course open for 4 hours (approximate 18 mins/mile pace) allowing all ages and experience levels to take part in the fun-filled activities throughout the event.

RACE PERKS

All participants receive a gender specific tech t-shirt, giant finisher's medal, goodie bag, aid stations with Lemon-Lime Gatorade, medical support, and post-race party including food, beverages and awards ceremony

CHARITY

The event combined with runners will raise thousands for national and local charitable organizations such as Community Haven, Sarasota Area Sports Authority, St. Anthony's Hospital, Leukemia Lymphoma Society amongst others. Please visit sarasotahalfmarathon.com for more information.

MORE INFORMATION REGARDING REGISTRATION AND VOLUNTEERING

Visit www.sarasotahalfmarathon.com for event information and registration.

About US Road Sports

US Road Sports & Entertainment Group is a health and wellness company dedicated to the production of world-class endurance events. The mission of US 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, US 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. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.

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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.