

Draft: 8/25/10

Media Contact:

Holly Johnson, Imagica Communications

941.350.9615 / holly@imagica.us

US Road Sports names Javier Sanchez as Race Director for 2011 First Watch Sarasota Half Marathon & Relay Race

SARASOTA, Fla., Aug. 30, 2011...A ride in a pace car for the 2003 ING Miami Marathon was all it took to get Javier Sanchez hooked on organizing running events. Recently named Race Director for the 2011 First Watch Sarasota Half Marathon & Relay Race, Sanchez brings more than seven years experience in the entertainment and road race management industries to the March 13th event.

Recruited by ING Miami Marathon Co-Founder and industry veteran Frankie Ruiz in 2004, Sanchez was able to successfully combine his passion and experience in the entertainment industry with endurance event management. He now wears both hats for U.S. Road Sports & Entertainment Group (USRS), where in addition to Race Director for the 2011 First Watch Sarasota Half Marathon he also serves as National Entertainment Director & Event Announcer for 25+ running and triathlon events across the country owned and managed by USRS.

Sanchez is a graduate of the University of Miami where he holds a Bachelor's degree in Studio Music and Jazz Studies as well as a Master's degree in Music Business and Entertainment. He also has performance credits for numerous musicals, professional orchestra performances and recording sessions, as well as serving as a Music Business professor at the University of Miami since 2004.

About U.S. 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. USRS works 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, USRS 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. USRS 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, USRS also hosts such notable races as the ING Miami Marathon and Half Marathon®, as well as the Chicago Half-Marathon, Georgia Marathon, 13.1 Marathon® Series and the Publix Escape to Miami Triathlon.

#

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.