



FOR IMMEDIATE RELEASE

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**13.1® MARATHON SERIES RETURNS TO LOS ANGELES FOR
RACE WHERE THE PARTY MEETS THE PAVEMENT**

Registration Now Open for Hollywood Themed Half Marathon & Karhu 5K

January 16, 2011

Los Angeles, CA June 22, 2010 - The *13.1 Marathon® - Los Angeles* will return to the city's most popular training grounds along the Santa Monica Bay for an unforgettable race experience. Amidst ocean views participants will enjoy a Hollywood themed half marathon and *Karhu 5K* celebrating the best of Los Angeles.

Both first-timer friendly and perfect for marathoners in training, *13.1® - Los Angeles* will offer a scenic and festive run along a closed course with fully supported aid stations, live entertainment, and medals for all finishers. Participants and spectators are encouraged to wear costumes and enjoy a race "Where the Party Meets the Pavement".

"The inaugural 13.1 LA was a tremendous success and we were thrilled with the enthusiasm and support we received from the local community", stated Greg Laird, Founder and CEO of US Road Sports & Entertainment Group. "We look forward to bringing the only stand alone national half marathon series back to Los Angeles and growing this event into one of Southern California's premier road races."

13.1 Marathon® - Los Angeles will take place on Sunday, January 16, 2011 beginning at 7:13am at Santa Monica Beach located at Ocean Park Blvd and Neilson Way. The walker-friendly course will remain open for 3 hours and 30 minutes, a 16 minute/mile pace.

Racers are invited to join the official benefiting charity, Team World Vision to raise funds for clean water projects in Kenya and Malawi while training with local team groups. There is no fundraising minimum and team members will enjoy a Pre-Race Team Dinner, Pep Rally on race morning, and Post-Race Celebration Cookout. For more information on Team World Vision please visit www.worldvision.org

Registration is currently open. Early registration for *13.1® - Los Angeles* is \$65 until August 27, 2010. The regular registration fee of \$80 will apply from August 28, 2010 to January 9, 2011. Week of registration will be \$100.

Karhu 5K early registration is \$18 through August 27, 2010. From August 28, 2010 to January 9, 2010 registration is \$20. Week of registration will be \$25.

To register and for more information on *13.1® - Los Angeles* visit www.131losangeles.com.

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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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