



**FOR IMMEDIATE RELEASE**

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**TRI-CITY MEDICAL CENTER NAMED AS TITLE SPONSOR  
OF THE CARLSBAD MARATHON & HALF MARATHON**

CARLSBAD, Calif. (Nov. 24, 2009) – In Motion, Inc., a full service event marketing and management company, announced today that **Tri-City Medical Center** has been named as the new title sponsor for the sold-out 2010 **Carlsbad Marathon & Half Marathon**.

Now named the *Tri-City Medical Center Carlsbad Marathon & Half Marathon*, the 26.2- and 13.1-mile road races are set for Jan. 24 in Carlsbad, Calif.

"The Carlsbad Marathon and Tri-City Medical Center share a passion for the health of our community and we are thrilled to welcome them as the title sponsor," says Christine Adams, chief executive officer, In Motion, Inc.

"Our sponsorship of the Carlsbad Marathon & Half Marathon is consistent with Tri-City's mission to advance the health and wellness of those we serve," says Larry Anderson, chief executive officer of Tri-City Medical Center, a full-service acute care hospital that serves coastal North San Diego County.

The Tri-City Medical Center Carlsbad Marathon & Half Marathon, previously the San Diego Marathon, is the oldest marathon in California and second oldest on the West Coast. Both courses feature spectacular views of the Pacific Ocean, sandy beaches and picturesque lagoons. More than 10,000 runners and walkers from across the U.S. and over a dozen foreign countries are expected to participate.

(More)

The race weekend also includes the Keebler™ Kids Marathon Mile, set for Saturday, Jan. 23, at LEGOLAND® California and a three-day Health and Fitness Expo.

For more information or to volunteer, please visit [www.carlsbadmarathon.com](http://www.carlsbadmarathon.com) or call (760) 692-2900. For more information about Tri-City Medical Center, please visit [www.tricitymed.org](http://www.tricitymed.org).

**About In Motion, Inc.**

Founded in 1981, In Motion, Inc. is a full service event marketing and management company specializing in health and fitness related activities. In Motion, Inc.'s current list of events includes the Tri-City Medical Center Carlsbad Marathon & Half Marathon, the Komen San Diego Race for the Cure and the Union-Tribune Race for Literacy. In Motion, Inc. is family owned and operated, and is based in Carlsbad, California. For more information please [visit www.inmotionevents.com](http://www.inmotionevents.com).

**About Tri-City Medical Center**

Tri-City Medical Center is administered by the Tri-City Healthcare District. Founded in 1957 to serve the healthcare needs of coastal North San Diego County, the district includes most of Carlsbad, Oceanside and Vista. Tri-City Medical Center is a full-service, acute care hospital with physicians practicing in 60 specialties. For more information about Tri-City Medical Center, please visit [www.tricitymed.org](http://www.tricitymed.org).

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