



FOR IMMEDIATE RELEASE

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Editors Note: High-resolution images are available

Keebler™ Kids Marathon Mile Set For January 23, 2010
Fun Run Dashes Through LEGOLAND® California

CARLSBAD, Calif. (Dec. 23, 2009) – The **Keebler™ Kids Marathon Mile**, a fun run/walk geared for children 12 and under, is set for Saturday, Jan. 23, 2010, announced In Motion, Inc., the event organizer. The one-mile, age-staged races start at 8 a.m. and loop through **LEGOLAND® California**, located at One LEGOLAND Drive in Carlsbad.

The non-competitive event is open to people of all ages. “Moms, dads, siblings and friends can participate in this healthy activity together,” said Christine Adams, chief executive officer of In Motion, Inc. “The children love the opportunity to dash through LEGOLAND.”

In addition to being a family-friendly event, the Keebler Kids Marathon Mile raises funds for area schools through its **Run for Your School Program**. If there are at least ten entries from a particular school, the entrants from that school automatically become members of a school team and the school will receive \$2.00 for each paid entry.

Held during the **Tri-City Medical Center Carlsbad Marathon & Half Marathon** race weekend, the Keebler Kids Marathon Mile will also feature a Diaper Dash for babies who still travel on all fours and a free family expo with entertainment and fun activities. The Tri-City Medical Center Carlsbad Marathon & Half Marathon are scheduled for Sunday, Jan. 24, 2010.

(More)

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Every registered child who participates in the Keebler Kids Marathon Mile is considered a winner and will receive a gold medal. In addition, entrants will receive a t-shirt, a coupon for one free child's admission to LEGOLAND California and Sea Life™ Aquarium (valid Saturday, Jan. 23, 2010 or Sunday, Jan. 24, 2010 for ages 3 to 12), one free Ultra Star Cinemas® child admission movie pass and popcorn as well as a goodie bag full of Keebler® treats and coupons.

The registration fee for the Keebler Kids Marathon Mile is \$15 per entry prior to race day and \$20 on race day. Event-day registration starts at 7 a.m. Adults have the option of registering at full price or as a companion.

A savings of \$3 per entry (up to two entries) is available by purchasing either Keebler® or Cheez-It® cookies or crackers product at Albertsons® and providing the product's UPC and Albertsons receipt as proof of purchase. The offer is not valid with online registration.

For more information or to register for the Keebler Kids Marathon Mile or the Tri-City Medical Center Carlsbad Marathon & Half Marathon, please visit www.carlsbadmarathon.com or call (760) 692-2900. For more information on LEGOLAND California, visit www.LEGOLAND.com or call (760) 918-LEGO.

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