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**2010 TRI-CITY MEDICAL CENTER CARLSBAD MARATHON
AND HALF MARATHON SET FOR JANUARY 24**

Keebler Kids Marathon Mile Set For January 23

The [Tri-City Medical Center Carlsbad Marathon and Half Marathon](#) are scheduled for Sunday, Jan. 24, 2010. Over 10,000 runners and walkers from all over the US and many foreign countries are expected to participate in the race weekend festivities, announced In Motion, Inc., the event organizer.

The 26.2 and 13.1-mile courses will take participants through trendy Carlsbad Village, along historic Pacific Coast Highway and past numerous Carlsbad points of interest. Over 23 live bands and spectacular views of the Pacific Ocean, sandy beaches and picturesque lagoons will help entertain and motivate the runners. Both races start and finish at Westfield Plaza Camino Real in Carlsbad. The marathon kicks off at 6 a.m. with the half marathon starting at 7:30 a.m.

The Carlsbad Marathon works with 19 charities that use the event to raise funds and awareness through their association with the event. Race participants are encouraged to “run for a reason” by fund raising for one or more of the organizations, according to Lynn Flanagan, president of In Motion, Inc.

The race weekend also includes the Health and Fitness Expo and Keebler Kids Marathon Mile. The Mile is set for 8 a.m. on Saturday, Jan. 23, at LEGOLAND® California, located at One Legoland Drive in Carlsbad. Geared for children age 12 and under, this one-mile,

noncompetitive, age-staged run/walk winds through the LEGOLAND theme park. A Diaper Dash, entertainment and other fun activities will take place on the main event stage immediately following the kids' races.

The Health and Fitness Expo will feature exciting vendors, interactive displays, free samples, and bargains on apparel and equipment. Free and open to the public, the Expo is also where all marathoners and half marathoners pick up their timing tag, bib number, T-shirt and goodie bag. The Expo will be held on Friday, Jan. 22 (2- 6 p.m.), Saturday, Jan. 23 (10 a.m. -5 p.m.) and Sunday, Jan. 24 (7 a.m.-noon) under the Big Top at the Westfield Plaza Camino Real, located at 2525 El Camino Real El Camino Real in Carlsbad.

Event sponsors include: Tri-City Medical Center, Keebler, LEGOLAND California, Sheraton Carlsbad Resort & Spa, San Diego County Lexus Dealers, The Running Center, Ultima Replenisher, Coastal Sports and Wellness Medical Center, JetBlue Airways, Albertsons and UltraStar Cinemas.

Participants in the marathon and half marathon will receive a long-sleeved, technical fabric race shirt, goodie bag and finisher's medal. Every registered child in the Keebler Kids Marathon Mile is a winner and will receive a "gold" medal, colorful T-shirt, and a free one-day Child Hopper ticket to the LEGOLAND California and Sea Life™ Aquarium, a \$65 value (valid Saturday, 1/23/10 or Sunday, 1/24/10 for ages 3 to 12) in addition to one free UltraStar Cinema child's admission movie pass and popcorn, and a goodie bag full of Keebler treats and coupons.

Registration for the Keebler Kids Marathon Mile is limited and costs \$15 for children prior to Jan. 16, 2010 and \$20 thereafter, space permitting. Adult parent and/or guardian registration is also available.

For more information or to volunteer, please visit www.carlsbadmarathon.com or call (760) 692-2900.

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's current list of events includes the

Tri-City Medical Center Carlsbad Marathon and Half Marathon, the Komen San Diego Race for the Cure and the Union-Tribune Race for Literacy. In Motion is family owned and operated, and is based in Carlsbad, California. For more information please visit 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, Vista and a portion of San Marcos. 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.

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