



**Keebler Kids Marathon Mile Set For January 19, 2008**  
*Fun Run Dashes Through LEGOLAND® California*

The Keebler® Kids Marathon Mile, a non-competitive run/walk for children, is set for Saturday, January 19, 2008. The one-mile course will loop through LEGOLAND California in Carlsbad. Event-day registration starts at 7:00 am and the age-grouped mile races begin at 8:00 am.

Held during the Carlsbad 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 Carlsbad Marathon and Half Marathon are scheduled for Sunday, January 20, 2008.

Although geared for the younger set, the Mile is open to people of all ages. "Moms, dads and siblings are all welcome to enter the event," said Lynn Flanagan, race director and president of In Motion, Inc., the event organizer. "It's a fun, healthy activity that a family can do together."

Every registered child who participates in the Mile is considered a winner and will receive a gold medal. In addition, entrants will receive a tee-shirt, a coupon for one free child's admission to LEGOLAND California (valid Saturday, 1/19/08 or Sunday, 1/20/08 for ages 3 to 12), one free Ultra Star Cinemas® child admission movie ticket and popcorn as well as a goodie bag full of Keebler® treats and coupons.

In addition to being a fun family event, the Keebler Kids Marathon Mile raises funds for area schools through the "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. The race was awarded the Bronze medal at the Governor's Council on Physical Fitness and Sports 2007 Spotlight Awards in recognition of its innovation, inspiration and initiative to significantly impact the physical activity and fitness levels of California children and youth.

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

For more information or to register for the Keebler Kids Marathon Mile, the Carlsbad Marathon or the Carlsbad Half Marathon, visit [www.inmotionevents.com](http://www.inmotionevents.com) or call (760) 692-2900.

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