



MEDIA CREDENTIAL INSTRUCTIONS

TO: All Assignment and Photo Editors

SUBJECT: ROTHMAN INSTITUTE 8K, SATURDAY, NOVEMBER 20 &
PHILADELPHIA MARATHON & HALF MARATHON, SUNDAY, NOVEMBER 21
APPROVAL REQUIRED TO OBTAIN CREDENTIALS TO COVER THESE EVENTS.

► **ALL CREDENTIALS WILL BE ISSUED AND PICKED UP ON RACE WEEKEND:**

- At the Health & Fitness Expo Media Table, noon – 4 p.m. Friday, November 19, 2010 (the Expo will be in Hall C of the Pennsylvania Convention Center at 12th and Arch streets)
- At the Health & Fitness Expo Media Table, 10 a.m. – 1 p.m., Saturday, November 20, 2010
- At the Rothman Institute 8K, 7:30 a.m., Saturday, November 20, 2010 (media check-in located on the south side of the 2200 block of the Benjamin Franklin Parkway)
- The day of the race at the media check-in starting at 6 a.m., Sunday, November 21, 2010 (same location as Rothman Institute 8K the day before)

► Reporters and photographers who wish to cover the **ROTHMAN INSTITUTE 8K, NOVEMBER 20 ON SATURDAY & THE PHILADELPHIA MARATHON ON SUNDAY, NOVEMBER 21** are required to secure approval for media credentials in advance by submitting a written request on their organization's letterhead to: **Lucy MacNichol, Devine + Powers**, by fax at **215-568-3909** or e-mail address:

lmacnichol@devinepowers.com. The credentials provide access to restricted areas and facilitate media coverage on race days, Saturday and Sunday. Please let us know of any special needs you may have, so that we can help you obtain the coverage that you need. Media credentials are only required on race days and the same credential applies for both races; press credentials are not needed to cover the Health & Fitness Expo, the Verizon Kids Fun Run or other non-race activities.

► **THE DEADLINE TO SUBMIT A REQUEST FOR CREDENTIALS IS NOON, MONDAY, NOVEMBER 15.**

► Approved news organizations and journalists may pick up credentials at the Health & Fitness Expo on Friday, November 19 and Saturday, November 20, and on-site on November 21 at the media area in the 2200 block of the Benjamin Franklin Parkway on the south side. **Report to enclosed area and a race representative will admit you to secured media areas (media trailer and/or media tent), starting at 6 a.m. NO CREDENTIALS WILL BE MAILED.**

► **DETAILS:** More than 22,000 runners are expected to compete in race events on Saturday, November 20 and Sunday, November 21. *(The full schedule of events is below).*

► **PRESS VEHICLE:** For the races on Sunday, a lead press vehicle (a pick-up truck) will be available for photographers at the starting line, 20th Street and the Benjamin Franklin Parkway, at 6:30 a.m. A press vehicle also will stop at the halfway point (13.1 miles) at 7:30 a.m. for additional journalists to board for the second half of the course. The boarding location will be announced at a later date and also onsite on November 21. The vehicle will leave at 7:40 a.m. promptly. **If you have any questions, please contact Lucy MacNichol: 215-568-2525, or by e-mail: lmacnichol@devinepowers.com.**

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ADD 1/ MEDIA CREDENTIAL INSTRUCTIONS



2010 PHILADELPHIA MARATHON RACE WEEKEND SCHEDULE:

Friday, November 19 and Saturday, November 20: Health & Fitness Expo

Noon - 9 p.m., Friday, November 19 (NEW EXTENDED HOURS)

10 a.m. – 7 p.m. Saturday, November 20

Pennsylvania Convention Center, Hall D, 12th & Arch streets

Entry is free and open to the public. In addition to activities, vendors and seminars, the Health & Expo is where runners register and get their race packets. The expo features an “Author’s Corner” (Booths 200 to 2003) of books about running featuring writers connected to the Philadelphia Marathon.

Saturday, November 20: Rothman Institute 8K

7:30 a.m. (NEW DAY AND TIME)

22nd Street & Benjamin Franklin Parkway, near the Philadelphia Museum of Art

Saturday, November 20: Verizon Kids Fun Run

Races begin at 10:30 a.m. at 22nd Street & Benjamin Franklin Parkway, near the Philadelphia Museum of Art (NEW LOCATION)

The Verizon Kids Fun Run is for kids, ages 4-12, accompanied by an adult.

Saturday, November 20: Runners' Pasta Party

4:30 p.m. - 8:30 p.m.

Spaghetti Warehouse (NEW LOCATION), 1026 Spring Garden St.

Sunday, November 21: Marathon + Half Marathon

6:55 a.m. Wheelchair and Handcycle competitions; 7 a.m. Competition for runners

22nd Street & Benjamin Franklin Parkway, near the Philadelphia Museum of Art

More than 20 designated spectator Cheer Zones will line the course on race day, featuring unobstructed, transportation-accessible, fan-friendly locations for spectators to take in all of the exciting action.

- Half Marathon winner (male division) is expected to cross the finish line, beginning at about 8:05 a.m.
- Full Marathon winner (male division) is expected to cross the finish line, beginning at about 9:20 a.m.

* Winners will be available for photos and interviews in the media area after receiving their medals.

* Winners also will pose with Mayor Michael Nutter at the finish line on the course.

