



2011 MEDIA CREDENTIAL INSTRUCTIONS

TO: All Assignment Editors, Photo Editors and Social Media

SUBJECT: ROTHMAN INSTITUTE 8K, SATURDAY, NOVEMBER 19 &
PHILADELPHIA MARATHON & HALF MARATHON, SUNDAY, NOVEMBER 20
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 18, 2011 (the Expo will be in Hall A 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 19, 2011
- At the Rothman Institute 8K, 7:30 a.m., Saturday, November 19, 2011 (media check-in located on the south side of the 2200 block of the Benjamin Franklin Parkway, near the Lithuania flag)
- The day of the race at the media check-in starting at 6 a.m., Sunday, November 20, 2011 (media check-in located on the south side of the 2200 block of the Benjamin Franklin Parkway, near the Lithuania flag)

□ Reporters, photographers and social media who wish to cover the Rothman Institute 8K on Saturday, November 19 and the Philadelphia Marathon and Half Marathon on Sunday, November 20 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: Imacnichol@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 additional needs you may have, so that we can help you obtain the coverage that you desire. 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 or other non-race activities. **NO CREDENTIALS WILL BE MAILED.**

► **THE DEADLINE TO SUBMIT A REQUEST FOR CREDENTIALS IS NOON, MONDAY, NOVEMBER 14.**

► **DETAILS:** More than 27,000 runners are expected to compete in race events on Saturday, November 19 and Sunday, November 20. *(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, 21st Street and the Benjamin Franklin Parkway, at 6:30 a.m. The 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. Boarding will take place at the intersection of Kelly Drive and 25th Streets. 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: Imacnichol@devinepowers.com.**

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ADD 1/ MEDIA CREDENTIAL INSTRUCTIONS

2011 PHILADELPHIA MARATHON RACE WEEKEND SCHEDULE

Friday, November 18 and Saturday, November 19: Health & Fitness Expo

Noon – 9:00 p.m., Friday, November 18 (**PRESS CONFERENCE TO OPEN EXPO AT 11:30 a.m.**)

10:00 a.m. – 7:00 p.m. Saturday, November 19

Pennsylvania Convention Center, Hall A, 12th & Arch Streets

Entry is free and open to the public, and includes numerous activities, vendors and seminars.

Saturday, November 19: Rothman Institute 8K

7:30 a.m.

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

Runners in the Rothman Institute 8K compete on a relatively flat and fast course along scenic Martin Luther King Drive on the banks of the Schuylkill River.

Saturday, November 19: Arctic Ease Kids Fun Run

Onsite registration begins at 9:00 a.m.

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

The Fun Run is for kids, ages 4-12, accompanied by an adult. All participants receive a race t-shirt, finisher medal and post-race refreshments.

Sunday, November 20: Philadelphia Half Marathon and Philadelphia Marathon

6:57 a.m. Wheelchair and Handcycle competitions; 7 a.m. Competition for runners

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

Thousands of runners will take to Philadelphia's scenic streets for 13.1 and 26.2 miles of American history. Runners will pass by Betsy Ross' house and the Liberty Bell, and will travel through Fairmount Park, one of the country's largest urban parks, and the hip neighborhoods of University City and Manayunk. The USATF-certified courses are fast, flat, athlete-friendly and held entirely within city limits.

More than 20 designated spectator Cheer Zones will line the course on race day, featuring unobstructed, transportation-accessible, fan-friendly locations for fans to take in all the exciting action. To add to the race experience, some Cheer Zones will include food, and several are near cafes offering discounts, specials, and many more surprises.

TIMING:

- 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.

For further information on the 2011 Philadelphia Marathon Race Weekend, visit

www.philadelphiamarathon.com.