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FOR IMMEDIATE RELEASE:

Philadelphia Marathon is on fast track to a record registration

Don't run out of time, sign up now.

PHILADELPHIA (*August 16, 2010*) – The 2010 Philadelphia Marathon is sprinting to the finish line and reaching its capacity, but runners can still hurry and be part of it!

Registration is surpassing last year's total, with more than 15,000 runners signed up for the event's three races since April 1. Currently, less than 2,000 slots for the marathon remain. Spaces are open for the Half Marathon and Rothman Institute 8K, but they are expected to fill up quickly as race-day approaches.

The marathon is on target to reach potentially the highest registration capacity in the event's 17-year history, said organizers.

"Exceeding the plateau of 15,000 runners so early truly represents a milestone," said Marathon Executive Director Melanie Johnson. "It demonstrates our progress and sets the pace for another really strong year in which we are aiming for even higher participation. And what's not to like about our race? The course is scenic and runner-friendly. Our spectators are passionate and it's a real community event with great collaboration involving our hotels, restaurants, volunteers, runners and charitable organizations. It is a race of democracy, so to speak, because we offer many ways for everyone to be part of it."

The high registration total reflects an impressive increase compared to the same period last year. The 2010 Marathon totals are up about 30 percent from a year ago at this time. Registration currently is a full month ahead of schedule compared to last year. So far, more than 9,000 runners have registered for the marathon. In addition, about 5,000 have registered in the half marathon while in the Rothman Institute 8K, registration is picking up speed.

The course is fast and you should be, too! Race organizers encourage runners to avoid the last-minute rush and secure your spot by registering on-line at www.philadelphiamarathon.com. Responding to the Philadelphia Marathon's push to go paperless, organizers are happy to report that most of the runners so far have signed up electronically. It continues a positive trend. Doing their part to reduce their carbon footprint, a remarkable 98 percent of the Philadelphia Marathon runners registered on-line last year.

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ADD 1/ Philadelphia Marathon Registration

Registration for the marathon is \$125. Registration is \$100 for the half marathon and \$45 for the Rothman Institute 8K. Last year, more than 20,000 runners registered to participate in the marathon, half marathon and Rothman Institute 8K.

On Sunday, November 21, the runners will take to the historic Benjamin Franklin Parkway for the Marathon, Half Marathon, Wheelchair, and new, this year, Handcycle races. Also brand new is a change of date for the Rothman Institute 8K to Saturday, November 20. Runners and spectators will experience a scenic, athletic-friendly course featuring many miles of history all entirely within city limits including the Philadelphia Museum of Art, which serves as a spectacular backdrop for both the start and the finish.

Marathoning's best host city welcomes more than 20,000 runners to Philadelphia for a family-friendly series of events over Philadelphia Marathon Race Weekend –always held on the weekend before Thanksgiving -- November 19-21, 2010. Produced and hosted by the City of Philadelphia, Marathon Race Weekend features four races in a city “born to run” -- the 17th annual Philadelphia Marathon and Philadelphia Half Marathon, preceded by Saturday's Rothman Institute 8K and a Kids Fun Run. Other activities to welcome runners, families, friends, spectators, businesses and residents include a free two-day Health & Fitness Expo; a free course map complete with retail discounts and promotions; more than 20 spectator cheer zones; and a pre-race pasta party. Runners pass many of Philadelphia's famous attractions on the swift and scenic USATF-certified course, which is a Boston qualifier. Take the first step to experiencing 26.2 miles of fun, beauty, history and excitement by visiting www.philadelphiamarathon.com.

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