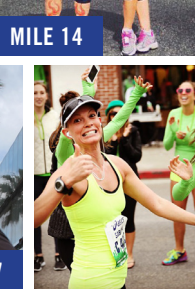
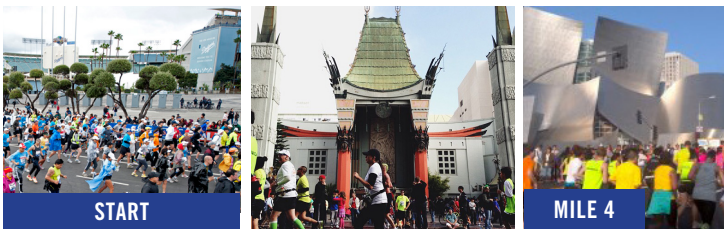


RUNLA

asics LA MARATHON

MARCH 9, 2014



COMMUNITY & RACE INFORMATION

WATCH the broadcast live on **KTLA 5**

RACE WEEKEND EVENTS

NUTRIBULLET HEALTH & FITNESS EXPO

Los Angeles Convention Center, West Hall A
Friday, March 7, 10am – 7pm, Saturday, March 8, 9am – 6pm

The NutriBullet Health & Fitness Expo will host over 150 exhibitors featuring the brand-new designs in running apparel and shoes, as well as the latest developments in sports, fitness, and nutrition. It is also home of Participant Packet Pick-Up and the ASICS official merchandise store. The two-day expo is free and open to the public.

LA BIG 5K

Saturday, March 8, 2014 at 8am at Dodger Stadium

The LA Big 5K winds 3.1 miles through scenic Elysian Park with both the Start and Finish Line just steps from Dodger Stadium. Registration is available at www.lamarathon.com

ASICS LA MARATHON

Sunday, March 9, 2014 at 7am

Come out and cheer on over 25,000 runners as they journey 26.2 miles from Dodger Stadium to Santa Monica. If you can't make it out, tune in to KTLA5 for live race day coverage starting at 6am.

GET INVOLVED

Be part of the excitement of race weekend! Visit our website for all volunteer opportunities: <http://bit.ly/LAMVolunteer>

SPECTATOR EXPERIENCE

ENTERTAINMENT STAGES Atmosphere is a big part of the event and these bands make the day one to remember. Find a mile that suits you and stop by for free music while you cheer on the runners! For more information on the bands visit <http://bit.ly/LAMentertainment>.

- Mile 1 Stadium Way & Elysian Park Ave
- Mile 3 1st Street & Main Street
- Mile 10 Hollywood Blvd & Vine Street
- Mile 11.5 Sunset Blvd & La Brea Ave
- Mile 18 Santa Monica Blvd & Avenue of the Stars
- Mile 20 Sepulveda Blvd & Ohio Ave
- Mile 21 San Vicente Blvd & Barrington Ave
- Mile 25 San Vicente Blvd & Ocean Ave

JOIN the fun. VISIT the free Expo.
VOLUNTEER during race weekend.
Line the course to CHEER runners.

ASICS SUPPORT YOUR MARATHONER

Supply some digital inspiration to your friends, family or neighbors running the ASICS LA Marathon by logging on ASICS' website www.supportyourmarathoner.com; there, you can upload a video or picture based message which will be delivered on-course, during the race, to the runner of your choice.

- Mile 8 Silverlake – Griffith Park Blvd & Sunset Blvd
- Mile 17 Beverly Hills – Wilshire Blvd & Rodeo Dr
- Mile 22 Veterans' Administration – Bonsall Ave & Eisenhower Ave

NUTRIBULLOOZA HEALTHY LIVING FESTIVAL!

Location: Santa Monica Blvd at Nemo Street
Come join the fun at Mile 15 in West Hollywood where NutriBullet will be celebrating another year of their partnership with the ASICS LA Marathon! If you're going to be supporting a runner on race day, this is the place to be! From 8am to Noon, come enjoy live musical performances via stage and Jumbotron, DJ Spase and the NutriBullet Dancers, live percussion performances, NutriBullet and NutriBullet Swag Giveaways, dance contests, free green smoothie bars, comedy, and more!

ARROWHEAD HYDRATION ZONE

Location: Mile 16 on S. Santa Monica Blvd at N. Crescent Drive
Join hundreds of volunteers and spectators at this water station turned celebration! Arrowhead will be on site helping keep runners hydrated and motivated as they hit the home stretch. Come out and join in the celebration.

CHEER ZONE Location: Beverly Hills at Rodeo Drive and Dayton Way
Come join in the fun and see your runner at this community Cheer Zone that will feature live music, food and beverage sampling, and product giveaways!

CHEER ALLEY Location: Just at the start of mile 18 near Little Santa Monica Blvd and Moreno Drive
Cheer Alley boasts over 600 cheerleaders lining the streets to provide motivation and encouragement for all marathon runners! A cheer competition will take place for Cheer Alley participants where each squad will be judged on overall spirit, creativity, and showmanship.

FINISH LINE FESTIVAL

Location: Santa Monica Blvd between Ocean Ave and 2nd Street
After cheering on the runners as they cross the finish line, join them at the post-race finish festival which includes the Michelob Ultra Beer Garden (free beer for runners – wristband required), entertainment, and giveaways!

ASICS LA MARATHON TREADMILL CHALLENGE

Location: Finish Line Festival
Think you have what it takes to run at a champion marathoner's pace? Find out by taking the ASICS LA Marathon treadmill challenge. The one of a kind truck-mounted treadmill only runs at one speed, the ASICS LA Marathon record pace. See how long you can keep up, compete for the record and register to win free ASICS gear. To find treadmill locations go to www.asicsamerica.com/lam

BE AWARE. PLAN AHEAD

All drivers are encouraged to adjust travel time and plan alternate routes within and around the race course.

ROAD CLOSURES 3am – 5pm

Closures will begin along the entire course prior to the race start, occurring on a rolling basis. All road closures will be final at 6am. Crossing the course is not permitted. The races begin at 7am, and streets will reopen on a rolling basis. The re-open is at the discretion of Fire and Police. Please review the course map for more information.

FREEWAY INFORMATION

No freeways will be closed on race day; however a few freeway ramps will be closed. Please see complete list of ramps and road closures at <http://bit.ly/LAMroadclosures>

TOW AWAY ZONES

Please adhere to dates and times posted on streets as “No Parking – Tow Away Zones.” These will be strictly enforced and vehicles will be towed at the owner’s expense.

NO PARKING

Streets along the race course will be marked with “No Parking” signs approximately 72 hours before the event. Vehicles in violation will be ticketed and towed at the owner’s expense.

FOR MORE INFORMATION

Please visit our website for course maps, information regarding road closures and alternate access routes — or feel free to contact our office at info@lamarathon.com or (213) 542-3000.

ROAD CLOSURES

STREETS CLOSE 3am – 6am

 approximate times
course sections re-open



SECURITY ENHANCEMENTS

On Sunday, March 9, there will be enhanced public safety efforts designed to ensure the enjoyment and safety of everyone at the race. Runners and attendees may experience delays upon entering the starting area, and authorities urge patience. The race Start and Finish areas will be Secure Zones. Checkpoints have been established for those entering the starting area and ALL visitors and runners will be screened in order to enter the Start area. All items are subject to inspection and re-inspection at entry and beyond that point. The Finish area will also be secure and attendees may be subject to random searches upon entering the event space. It is strongly recommended that spectators and runners limit what they take into the race area, bringing only essentials (no bags, totes, luggage, etc.).

THE ASICS LA MARATHON “STADIUM TO THE SEA” COURSE:

Starting at **Dodger Stadium**, the marathon runs through an eclectic mix of communities winding its way through **Los Angeles, West Hollywood, Beverly Hills, the Veterans’ Administration and Santa Monica** on the way to a picturesque finish in front of the **Pacific Ocean**. Find out more about the unique neighborhoods along the ASICS LA Marathon course. <http://bit.ly/LAMCommunities>

Learn more: lamarathon.com

