



MEDIA CONTACT:

Julie Armstrong
 Marketing Communications Director
 831.625.6226 or 831.521.0704 (cell)
julie@bsim.org • www.bsim.org

HALF MARATHON FACT SHEET

WHAT & WHEN:

Big Sur Half Marathon on Monterey Bay –

Sunday, November 20 – Events begin at 7:00 AM in 10 “wave starts” on Del Monte Avenue near Camino El Estero

Saturday, November 19 – includes the new **Pacific Grove Lighthouse 5K** beginning at 9 AM and the **JUST RUN!® Just Kids 3K** fun run at 9:30 AM. Both races begin on Lighthouse at Forest Avenue in downtown Pacific Grove.

Health & Fitness Expo on Friday, November 18, from noon to 6:00 PM and Saturday, November 19, from 9:00 AM to 6:00 PM at the Monterey Conference Center.

COURSE:

Half Marathon course begins and ends in historic downtown Monterey and travels down Cannery Row and along the Pacific Grove shoreline, with a jog into downtown Pacific Grove.

PARTICIPANTS:

8,055 registered runners including approximately 45 ‘elite’ runners. In addition there are 1,000 pre-registered in Pacific Grove Lighthouse 5K and JUST RUN! 3K events. Participants from all U.S. states and 14 countries

HALF MARATHON RUNNER STATS:

5,289 female (66%); 2,764 male (34%)
 Age ranges:

<20	121 (2%)	50-59	1,291 (16%)
20-29	1,422 (18%)	60-69	370 (5%)
30-39	2,672 (33%)	70-79	56 (>1%)
40-49	2,121 (26%)	80+	2 (>1%)

AWARDS:

Overall purse is \$18,000, plus an additional \$1,000 bonus for a new Male or Female record, and \$250 each to the top male and female Canadian runners (donated by Impact Magazine). Prize money will be awarded to the top eight open Male and Female runners as follows:

	1 st	\$3,000	6 th	\$300
	2 nd	\$1,800	7 th	\$150
	3 rd	\$1,200	8 th	\$75
	4 th	\$900		
5 th		\$600		

Prize money will be awarded to the top three Masters Male and Female runners as follows:

1 st	\$500
2 nd	\$300
3 rd	\$100

Cash awards are based on GUN, not CHIP time, Divisional awards will be based on chip time.

Awards will go five deep in age divisions beginning at 12-15 years and 16-19 years, and in five year increments following.

WHAT'S NEW

The elite field is the largest in the event's history, making it one of the top elite races on the west coast. It features several past winners along with four Olympians.

Prize money for elites has increased from \$13,000 to \$18,000.

Increased registration numbers from 7,200 to 8,055. Race director Wally Kastner notes that the field could grow as large as 10,000 over the next few years.

New mile markers, conceived and created by John Cerney, acclaimed muralist from Salinas, CA

New Pacific Grove Lighthouse 5K, replacing former Run Forrest Run 5K, to take place entirely in the city of Pacific Grove. New courses established for both the 5K and JUST RUN! Just Kids 3K races.

Half Marathon post race shuttle service offered from race finish area to participant parking at Monterey Peninsula College.

Re-certification of Half Marathon greening efforts with Council for Responsible Sport. (In 2009, the Big Sur Half Marathon achieved Gold certification, making it the country's first half marathon to attain this level and serve as a mentor to other races throughout the U.S.)

Sponsor Rabobank has come on board as a supporter of the new Pacific Grove Lighthouse 5K; REI kicks in for the JUST RUN ! Just Kids 3K

HEALTH & FITNESS EXPO:

35 sponsor and merchandise vendors (as of 10/21/11) will include:

Aline Systems Inc.	Life Style Sports
Arthritis Foundation	MarathonFoto
Asics/Big Sur Merchandise	Maui Marathon
Barefoot Training Sandals	Mizuno
Big Sur's Mud Run	New Balance
California Int'l Marathon	Oakland Running Festival
Community Hospital of the Monterey Peninsula	One More Mile
Competitor Group	Run Pretty Far
Dole	Running Divas
Endure	San Francisco Marathon
Ghirardelli Chocolate	San Luis Obispo Marathon
Go For It Sports	Snuggbuds Headsets
GU	SPI Belt
Hippie Runner	The Stick
iFitness	Sub-4
Innova8	Sweaty Bands.com
Life is Racing	Vibram

CHARITIES: Charity partners for the 2010 Half Marathon include Team in Training (San Jose/Silicon Valley Chapter), Ronald McDonald House, Pancreatica Walks and Runs and Inheritance of Hope.

RACE HISTORY: The Big Sur Half Marathon on Monterey Bay was the result of the growth and expansion of the highly successful Big Sur International Marathon, which had reached its capacity on Highway One. The first-ever event was held in 2003 and considered an “immediate, overwhelming success.”

Each year the number of participants has increased, with the current cap of 8,000 and the introduction of ‘wave starts’ (in 2009) along with a slightly altered course to accommodate the larger field. In 2006, the prize purse for elite runners was increased to \$13,000, attracting world-class runners. That year, the male course record of 1:02:33 was set by Ian Dobson, with Jennifer Rhines establishing a new female record of 1:12:18. In 2011, the prize purse has been increased to \$18,000 and the elite field is the largest ever.

In 2007 the Big Sur Half Marathon added a new children’s fun run, the JUST RUN!® Just Kids 3K, sponsored by Community Hospital of the Monterey Peninsula and the City of Monterey. This semi-annual event is in keeping with the organization’s mission of promoting health and fitness as well as dovetailing with the JUST RUN® youth fitness program

2008 began focusing on ‘greening elements’ and introduced the highly successful “BYOB” or Bring Your Own (Water) Bottle for refilling on course. Greening programs continued in 2009 with 100% online registration, a virtual goodie bag, and strong recycling and composting efforts resulting Gold Certification from the Council for Responsible Sport.

2009 and 2010 saw the introduction of "wave starts" to accommodate a growing field of runners. The course was also slightly altered to showcase more of downtown Pacific Grove. The walk division of the event was also eliminated.

In 2011, the field was again increased, capping at 8,000 runners. The affiliated 5K (known as the Run Forrest Run 5K) was moved fully into Pacific Grove and renamed the Pacific Grove Lighthouse 5K. Both the 5K and 3K races will feature various aspects of the town including historic downtown, Victorians, city buildings and parks, and the scenic shoreline.