



For immediate Release

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Carlsbad, CA, February 1, 2010 – The Surf City USA® Marathon has been selected by *Runner's World* as its Race of the Month for the magazine's 2010 February issue, Race Director Kathy Kinane of Carlsbad-based Kinane Events has announced.

The Marathon/Half Marathon will be held on Super Bowl Sunday in Huntington Beach. This year's event has sold out at 20,000 participants after experiencing meteoric growth over the past four years. In 2009, the event had more total finishers than the LA Marathon and San Diego Rock and Roll Marathon with 15,252 finishers.

The Kinane Events team was recruited by Amy Tomchak, president of Pacific Shoreline Marathon LLC, in 2006 to oversee management of the struggling marathon. Surf City USA has grown from 10,000 to 20,000 in those four years despite caps on attendance every year to maximize the quality of the event. Recognized by *Runner's World* in 2009 for the very cool "Surf Board Medals" and beautiful coastal course, the event is now recognized as one of the top 12 half marathons in the country.

Kinane, a qualifier for the first U.S. Olympic Women's Marathon Trials in 1984, notes that Surf City USA attracts a field that is 65 percent women.

"As a former marathoner, I'm thrilled that road racing offers all women the opportunity to go outside and have some fun getting exercise with family and friends," she said. "The Surf City USA® Marathon has great medals, great surf music and a beautiful course that features the Bolsa Chica reserve, two large parks and a beachfront path along the white water.

"Our women runners are well educated and understand the importance of enjoying a healthy active lifestyle," Kinane added. "They know that life is not a spectator sport, although, they should all be home in time to watch Drew and Peyton toss the pigskin around in tight pants."

Kinane Events was established in 1991 and currently produces the Surf City USA® Marathon, Pacific Marine Credit Union O'side Turkey Trot, Santa Anita Derby Day 5K and the Dick's Sporting Goods Vista Strawberry Festival 5K. Prior to establishing Kinane Events, Kinane was the co-founder and general manager of Elite Racing.