



For Immediate Release.
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2010 GO! ST. LOUIS® MARATHON & FAMILY FITNESS WEEKEND REGISTRATION SET TO OPEN SEPTEMBER 7

Special Registration Incentives and Increased Age Group Prize Money Highlight 10th Anniversary Celebration of Missouri's Largest Competitive Fitness Event

More Than \$20,000 in Additional Prize Money Will Be Offered in 2010

ST. LOUIS (MO) – September 1, 2009 – GO! St. Louis, a not-for-profit organization that specializes in presenting fitness events and programs announced today that registration for the 10th Annual GO! St. Louis Marathon & Family Fitness Weekend, set for April 10 & 11, 2010 will open on September 7, 2009.

The event is Missouri's largest competitive fitness event, featuring races for all ages and fitness levels. The event started in 2000 with 2,500 participants and has increased to more than 18,000 in 2009. The GO! St. Louis Family Fitness Weekend features a marathon (26.2 miles), half marathon (13.1 miles) – presented by National City (now part of PNC), Marathon Relay, 5K Run/Walk (3.1 miles), GO! St. Louis Read, Right and Run Marathon® presented by Centene Corporation, Children's Fun Runs and a Mature Mile.

"It's truly empowering to see how the St. Louis community has embraced this event over the years, and as we celebrate our 10th year, I expect the 2010 event to be a celebration of not only the organization's longevity and success, but serve as a thank you to all of the participants, who have helped us reach new heights," said Nancy Lieberman, GO! St. Louis president. "Some of the special promotions, participant amenities and increased prize money rewards that will highlight the anniversary event were introduced to appeal to every type of athlete from the elite runner to the first-time registrant," she continued.

New in 2010 will be a host of promotions and incentives that highlight and celebrate the 10th anniversary of GO! St. Louis. More than \$20,000 in additional prize money will be offered exclusively for the 2010 event. Among the promotions leading up to the big weekend are special \$100.00 registration bonuses for participants who register online for the marathon and half marathon, starting with the overall first registrant and continuing with the 1,000th, 2,000th, 3,000th, 4,000th, 5,000th, 6,000th, 7,000th, 8,000th, 9,000th and concluding with the 10,000th person to register for the event.

In addition, prize money for the first place male and female finisher in every age category will be awarded \$100 in both the marathon and half marathon race. The race features 13 different age group categories, starting with age 19 and under and concluding with age 75 and over. Age group categories occur in five year increments (20-24, 25-29, etc.).

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For elite runners, a one-time additional \$500 bonus will be awarded to the overall male and female winner in the marathon and half marathon race, if they establish a new course record. In last year's marathon race, Zac Freudenburg established a new record at 2:23:57 and on the women's side, Kansas-runner Megan Earney set a new mark at 2:51:20.

Additional anniversary promotions will be announced during the months leading up to the event.

Participants are encouraged to register now to take advantage of the early sign-up incentives, including the opportunity to save on registration fees, getting their race bib personalized and securing their position in the 2010 field. Due to the increased popularity of the event, a registration participation cap has been reinstated again this year for the endurance races (marathon, half marathon and marathon relay). The race maximum has been set at 15,000 total endurance participants. The half marathon race, which is the organization's most popular event, has grown to become one of the largest in the U.S. and sold out at 10,000 registrants last year.

All event registrants receive high-quality runner amenities, including a performance shirt, finisher's medal and various additional incentives.

Prices for the event range from \$10 to \$260 (4-person relay team). Registration fees increase as the event draws closer, so register by **October 31, 2009** to get the best possible price.

To register for the GO! St. Louis Family Fitness Weekend, visit gostlouis.org. For additional information, call 314-727-0800 or email info@gostlouis.org.

2010 Major Sponsors: National City (now part of PNC), KMOX Radio, Centene Corporation, McCarthy Building Co., Missouri Beef Industry Council, Drury Hotels, Brighton, Pasta House Company and Kohler Print Group.

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