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The City of Malibu Approves the Inaugural Malibu International Marathon & Half Marathon

Wed Sep 23, 2009 11:00am EDT

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MALIBU, Calif.--(Business Wire)--

The vote was unanimous by City Council on September 14th to allow Forever Runners, LLC to produce the first Marathon and Half Marathon in Malibu. The race is scheduled for November 15, 2009. The inaugural Malibu International Marathon has already been tagged the "Run to Paradise!"

The marathoners will begin their 26.2 mile journey at the Camarillo Airport at 7 a.m. They will run through the flat farmlands of Ventura County with views of the Santa Monica Mountains. At mile 10, the athletes will run through the "keyway to the coast," a rock passageway to the Pacific Ocean. The remainder of the course is along the legendary Pacific Coast Highway with breathtaking views of the great Pacific. The Half Marathon is the last half of the marathon course. The finish line is at the famous Zuma Beach, where athletes are welcome to run straight into the refreshing ocean. Race organizers are giving away beach towels at the Finish Line to encourage athletes to sit down, relax and enjoy the beauty of the beaches of Malibu.

Forever Runners is a local group in Malibu who are all marathon enthusiasts. Between the five directors, they have run in over 400 marathons across the country and world. "We will take the best of what we have seen and bring it to the community we live and train in. The event will be put on by runners, for runners," event directors promise.

The City of Malibu will receive \$10 per marathon entrant. The money will benefit the city's clean water programs. Council member Pamela Conley Ulich said this would be a good opportunity for people to do fundraising by raising money for various causes, including schools. "I'm very excited," she said. "It's an opportunity to do creative fundraising."

Event directors and sponsors are striving to make this an environmentally friendly race. Sponsors for this inaugural marathon include ZICO Pure Coconut Water, Holiday Inn Express in Camarillo, The Canyon News, Dole and Event Catalyst.

Registration is available online at www.runmalibumarathon.com. Current registration prices for the event are \$125 for the marathon and \$80 for the Half Marathon. Sign up today to receive the lowest rate.

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