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**Dick's Sporting Goods Pittsburgh Marathon**  
310 Grant Street, Suite 1001 Pittsburgh, PA 15219

**FOR IMMEDIATE RELEASE**

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**With Record Registration of 13,000 Runners to Date,  
The 2010 Dick's Sporting Goods Pittsburgh Marathon Announces a Cap of 16,000**

February 17, 2010; Pittsburgh, PA – Registrations for the Dick's Sporting Goods Pittsburgh Marathon and its sister events, the UPMC Health Plan Pittsburgh Half Marathon and FedEx Ground Pittsburgh Marathon Relay, are at 13,000. This eclipses last year's record registration of 10,500. A cap of 16,000 total runners has been established for the May 2, 2010 race. Organizers anticipate that they will accommodate nearly 50% more runners than in 2009, when Running U.S.A. declared Pittsburgh the 28<sup>th</sup> largest marathon in the country out of approximately 250 marathons nationwide.

Race Director Patrice Matamoros comments, "We have been planning to host a field as large as 16,000, yet we didn't expect to be close to reaching that number this early in the year. Our success is a testimony to the strength of our city and our sponsors. We have a wealth of world class fitness and wellness brands behind the race, and we're hosting the event in the nation's number one sports town: Pittsburgh."

Jeff Hennion, Chief Marketing Officer for the title sponsor, Dick's Sporting Goods, adds, "Pittsburgh is the home of our corporate offices, so we're very proud to put our name on this race, and our resources behind it. When we started working years ago to bring this race back to Pittsburgh, we expected it to be successful, but it continues to surpass all of our goals for runner and community involvement. In 2009 and again in 2010, Dick's Sporting Goods had hundreds of associates running the race, and hundreds more of our employees joining 2,000-plus volunteers helping out along the course."

Other brands helping to fuel the growth of the Dick's Sporting Goods Pittsburgh Marathon (many of whom are Pittsburgh-based) include GNC, UPMC Health Plan, FedEx Ground, UPMC Sports Medicine, and Nike; media sponsors Trib Total Media, KDKA TV and Clear Channel; and Rothman Gordon Attorneys, McKnight Realty Partners, Pittsburgh Volkswagen Dealers, Verizon Wireless, Omni Hotels William Penn, Sheetz, Shapers, and Spaghetti Warehouse.

Register to run or to volunteer at [www.pittsburghmarathon.com](http://www.pittsburghmarathon.com). Approximately 1,000 slots remain in the full marathon; nearly 1,500 in the Half Marathon; and about 125 more teams can register for the Marathon Relay. In addition, runners may also still register through many of the official charity teams of the Dick's Sporting Goods Pittsburgh Marathon. Hundreds of slots remain in the Kids Marathon 1-Mile Fun Run, which takes place on Saturday, May 1, and offers every child who runs a t-shirt, finisher's medal and goody bag for a registration fee of just \$15.

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