



pittsburghmarathon.com

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

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Contact:
Karen Fredette 412-952-5202 OR
Patrice Matamoros 412-848-6052
Pittsburgh Marathon

Registration for 2010 Marathon Opens Strong

Feedback from Sold-Out 2009 Event Enhances Plans for 2010

PITTSBURGH, JULY 2, 2009 -- Within 24 hours of launching online registration at www.pittsburghmarathon.com, nearly 1300 runners from 25 states and 3 foreign countries had committed to run the 2010 Dick's Sporting Goods Pittsburgh Marathon on May 2, 2010. While the one day discount expired at midnight on July 1st, Early Bird savings and special offers continue. During the first week of registration, registered runners will be automatically entered into a random prize drawing for fifty \$25.00 gift cards from Dick's Sporting Goods, and the first 5000 registrants will have their names printed on personalized bib numbers.

In 2009, the returning event sold out when official numbers reached 10,500. With great weather, an enthusiastic crowd, and a record-breaking volunteer turnout, runners offered very positive reviews for the event. Today, race organizers are using runner feedback to enhance plans for 2010.

In a large post-race satisfaction survey undertaken by organizers, more than 80% of the runners described themselves as "likely to run the Marathon again", and 95% said they were "satisfied" or "very satisfied" with the event. An outside source, MarathonGuide.com, gave the event 4.5 stars. According to race director Patrice Matamoros, the runner feedback, ranging from individual comments to statistics on how much runners remember about the sponsors, has been very helpful. "Our goal is to learn from our experience, and give our runners, our volunteers and our sponsors the best possible experience throughout every aspect of the event," says Matamoros. To that end, modifications for 2010 will include gender specific race shirts, improvements to the relay exchange zones, and enhancements to the finish line and post-race activities.

MISSION STATEMENT

Pittsburgh Three Rivers Marathon Inc. is a community-based non-profit organization based in Pittsburgh, Pennsylvania, which creates, manages and hosts all events of the Pittsburgh Marathon. We promote the love of long-distance running and enhance community involvement in fitness activities, by creating high quality events open to a wide variety of ages and ability levels. Our events will consistently serve the needs of our registered participants and our sponsors; will engage and reward our volunteers; will strive to enhance the economic well-being of the Pittsburgh region; will partner with public and private entities to create the best possible event experience; and partner with appropriate charitable organizations to give back to the community we serve.

OUR SPONSORS

Pittsburgh Three Rivers Marathon Inc. thanks our sponsors: Dick's Sporting Goods, UPMC Health Plan, FedEx Ground, Nike, UPMC Sports Medicine, Trib Total Media, KDKA TV, Rothman Gordon Attorneys, McKnight Realty Partners, Pittsburgh Volkswagen Dealers, Shapers, Spaghetti Warehouse and Omni Hotels William Penn Pittsburgh. To become a sponsor, visit www.pittsburghmarathon.com

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