



pittsburghmarathon.com

Dick's Sporting Goods Pittsburgh Marathon
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**RUNNING SUPERSTAR "MEB" (MEBRAHTOM KEFLEZIGHI) TO MAKE
MOTIVATIONAL APPEARANCES DURING DICK'S SPORTING GOODS
PITTSBURGH MARATHON WEEKEND,
COURTESY OF NEW HARVEST™**

Pittsburgh, April 9, 2010 -- Mebrahtom Keflezighi (pronounced Kef-lez-ghee), more commonly known as "Meb," has been described as "the top US distance runner" by USA Track & Field, and is featured on the cover of this month's *Runners World* magazine. In late 2009, he competed against a field of the world's finest, including American Ryan Hall, to win the ING New York Marathon. Just days from now, on Monday, April 19, he will again face a lineup of international talent, as he strives for victory at the 2010 Boston Marathon. The first weekend in May the running phenomenon will come to Pittsburgh to meet and inspire area athletes during the Dick's Sporting Goods Pittsburgh Marathon weekend.

Race Director Patrice Matamoros explains, "It's a coup for us to have Meb agree to come to Pittsburgh so soon after he'll compete in Boston. He won't be running; instead, he'll be helping others to run their personal best. His triumphant story of repeatedly overcoming adversity to become one of the finest long distance runners in America's history is extraordinary, and his message to runners and anyone, is to strive for excellence and overcome all odds!"

If you want to get up close with Meb, you'll have several opportunities. Meb will open the GNC Live Well Pittsburgh Health and Fitness Expo; address high school athletes at the Tri State Track Coaches Association Meet at West Mifflin High School; and even try to keep up with local children during the Kids Marathon 1-Mile Fun Run, presented by Trib Total Media.

Meb will be available for photos and to sign autographs at the New Harvest™ booth at the GNC Live Well Pittsburgh Health and Fitness Expo. New Harvest™ is a fish-free, vegetarian supplement that offers the benefits of the Omega-3 fatty acid EPA without the taste of fish and without PCB's, mercury, lead or cadmium. "There is a new option for Americans who want the

benefits of fish oil without the fish,” says nutrition expert Jenna Bell, Ph.D., R.D. Stop by the New Harvest™ booth to learn more and receive a free New Harvest™ sports bag, or visit www.newharvest.com.

Highlights of Meb’s exciting appearance in Pittsburgh include:

Friday, April 30, 11:00 a.m.:

- Meb will cut the ribbon to signal the grand opening of the 3-day GNC Live Well Pittsburgh Health and Fitness Expo, and sign autographs at the New Harvest™ booth

Saturday, May 1:

- Meb will address hundreds of high school athletes at the Tri State Track Coaches Association meet at West Mifflin High School
- At approximately 10:00 am, Meb hopes to keep stride with Pittsburgh children in the Kids Marathon 1-mile Fun Run
- Meb will sign autographs at the New Harvest™ booth at the Expo, and address runners at the final training seminar, 2:00 p.m. at the David L. Lawrence Convention Center, Rooms 317-318

Sunday, May 2:

- Meb will speak from the Start Line of the Dick’s Sporting Goods Pittsburgh Marathon, UPMC Health Plan Pittsburgh Half Marathon and FedEx Ground Pittsburgh Marathon Relay

To read more about Meb, please visit www.pittsburghmarathon.com. To watch Meb compete in the Boston Marathon, tune in on April 19 at 9:30 a.m. to www.UniversalSports.com.

About The Dick’s Sporting Goods Pittsburgh Marathon

The Dick’s Sporting Goods Pittsburgh Marathon is a non-profit organization that promotes the love of long-distance running and enhances community involvement in fitness activities through high quality events for a wide variety of ages and abilities. Sponsors include: Dick’s Sporting Goods, UPMC Health Plan, FedEx Ground, Nike, UPMC Sports Medicine, GNC, Trib Total Media, KDKA TV, PA American Water, Rothman Gordon Attorneys, Sheetz, McKnight Realty Partners, Clear Channel, Pittsburgh Volkswagen Dealers, NUGO Nutrition, Verizon Wireless,

Gatorade, GU, Omni William Penn Hotel, New Harvest™, Shearers, Shapers, Eat-n-Park, Spaghetti Warehouse, Subway and ES Spa Kozmetica.

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