



**FOR IMMEDIATE RELEASE**

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## **Students Off And Running Towards Finish Line And Future Success**

*SOAR Program and 13.1® Los Angeles Half Marathon Partner To Aid At Risk Youth*

**Los Angeles, CA December 7, 2009** – Students Off And Running (SOAR), a non-profit program established by the Santa Clarita Track Club to help at-risk youth in the Santa Clarita Valley build life skills and healthy relationships, has once again set students' sights on the remarkable accomplishment of completing a marathon. Beyond achieving a fitness challenge few can aspire to, students will gain knowledge about health and nutrition, increase self-esteem, build resilience, and learn how to set and achieve goals one mile at a time.

A record number of nineteen high school students ages fourteen to eighteen have signed up for the 2009-2010 program and will run the inaugural 13.1® Los Angeles Half Marathon on Sunday, January 10 in preparation for their ultimate goal of completing a full marathon.

"This year's larger group calls for increased funding needed for registration fees and training gear" said Kevin Sarkissian, SOAR Director. Adding, "Thanks to 13.1 Los Angeles and others who have discounted fees and helped bridge the gap in funding, we expect to lead 100% of our team across the finish line for the 3rd consecutive year".

"Helping young people achieve their goals is important to us" said CEO and Managing Partner Greg Laird. "While the 13.1 Marathon® Series is a national series of Half Marathons, we hope to become a part of the fabric of each local running community and our partnership with SOAR is an important part of accomplishing this in Southern California".

SOAR establishes running groups at participating schools and implements a seven month training program. To join a group, students must demonstrate their commitment by attending two "try outs" and running one mile. Each running group operates under the guidance of adult coaches who may be teachers, school staff or community members and need not have prior running experience. Weekly goals are set in a non-competitive environment that stresses endurance building as opposed to speed.

Donations of new running equipment, gift cards to athletic retailers, and monetary donations are appreciated. Donors should visit [www.soar-sc.org](http://www.soar-sc.org) for more information.

Beginning and ending amidst ocean views along the Santa Monica Bay, participants will enjoy a course that is both first-timer friendly and perfect for marathoners in training. The festive and scenic race will take place along a closed course with fully supported aid stations, live entertainment, and medals for all finishers. This themed race celebrating the best of Los Angeles encourages participants and spectators

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to wear costumes and enjoy a race “Where the Party Meets the Pavement”. 13.1® Los Angeles will begin at 7:13am at Santa Monica Beach located at Ocean Park Blvd and Nelson Way. The walker-friendly course will remain open for 3 hours and 30 minutes, a 16 minute/mile pace. Click [here](#) for a detailed course map.

Registration is \$70 through January 3, 2010. To register online please visit [www.131losangeles.com](http://www.131losangeles.com). Registration at Packet Pick-up is \$90 if space is available.

For more information on 13.1® Los Angeles visit [www.131losangeles.com](http://www.131losangeles.com).

**About US Road Sports**

US Road Sports & Entertainment Group is a health and wellness company dedicated to the production of world-class endurance events. The mission of US Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city’s culture, identity and brand. For each participant, US Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.

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