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**FOR IMMEDIATE RELEASE**

**Three Marathons Create California Dreamin' Racing Series**  
*The San Francisco Marathon™, Surf City USA® Marathon and  
Long Beach International City Bank Marathon form CA Race Series*

**SAN FRANCISCO, Calif.** - (May 28, 2008) - Three major marathon events in California today unveiled a new marketing alliance called the **California Dreamin' Racing Series**. The move, which expands each event's marketing reach to over 125,000 runners, is expected to enhance the runners' event experience and offer more robust and powerful sponsorship packages to corporate partners. The three events in the series include The San Francisco Marathon™, the Long Beach International City Bank Marathon, and the Surf City USA® Marathon in Huntington Beach. Other California marathons are expected to join the group as the project gains momentum.

"Our three coastal and scenic marathons truly represent the best of the California Lifestyle," said Bob Seagren, CEO of International City Racing. "Now runners from around the world can complete the series and take home some of that California Dreaming for their accomplishments."

"By promoting the events as a series, we can enhance the event experience for everyone involved," says Amy Tomchak, Executive Director of the Surf City USA Marathon. "We can produce higher quality events for the participants and offer very compelling marketing value for partners." For corporate partners who support these events, this means direct access to thousands of runners across the most attractive markets in California; the Bay Area, Orange County, and Los Angeles.

Runners who participate in all events in the series receive special perks such as a series finisher's jacket and a large medal in the shape of California depicting the symbols of each race they have completed in the series.

"Runners love to have a goal, something new to strive for," says Meghan Steed, runner and Marketing Director for The San Francisco Marathon. "The California Dreamin' Racing Series is a great challenge and will be a lot of fun for runners to achieve."

The first race in the series starts with the San Francisco Marathon on August 3<sup>rd</sup>, 2008, followed by Long Beach on October 12<sup>th</sup>, and Surf City on February 1<sup>st</sup>, 2009.

More information on the California Dreamin' Racing Series can be found at [www.caldreaminracing.com](http://www.caldreaminracing.com).