



MEDIA ADVISORY

BAY AREA'S 13.1 MILE BLOCK PARTY RETURNS TO SAN JOSE
*Official Media Briefing for San Jose's Largest Single-Day
Sporting Event*

What: Media kickoff for the 2009 Rock 'n' Roll Half Marathon in San Jose. The event annually attracts over 30,000 runners and race spectators.

When: 1:00 pm
Friday, October 2, 2009

Where: Plaza de César Chavez
Downtown San Jose
(adjacent to the half marathon finish line)

Who: Hon. Judy Chirco, Vice Mayor of San Jose
Hon. Sam Liccardo, San Jose Councilmember, District 3
Dan Fenton, President/CEO, San Jose Convention & Visitors Bureau
Patricia Ernstrom, San Jose Sports Authority
Meb Keflezighi, 2004 Olympic Silver Medalist
Shannon Davis, Event Manager, Rock 'n' Roll Half Marathon
Race officials, charity partners, live music and cheerleaders

Why:

- Known as California's fastest half marathon, the 4th annual race is Sunday, October 4, 2009.
- Former San Francisco 49er Roger Craig and two-time World Cup champion Brandi Chastain are running in the race.
- Race registration is available at the Health and Fitness Expo Friday, October 2, 1:00 pm to 6:00 pm and Saturday, October 3, from 9:00 am to 5:00 pm. The free Expo is open to the public and will showcase the latest in running products, services and informative presentations from fitness experts as all registered

runners pick up their race packets.

- Over 12,000 runners have registered to participate.
- Race day parking passes and media credentials will be available for pick-up at the briefing. The half marathon begins at 7:45 am on W. Santa Clara between San Pedro and Almaden Blvd.

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