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New Community Event Geared to Attract Retail Customers to Camarillo

Camarillo's First Annual Marla Runyan Half Marathon will be held at the Camarillo Premium Outlets and Promenade on Sunday, October 21. This is a new regional event that will provide financial assistance to the Camarillo Boys and Girls Club and other local causes. The goal for the Half Marathon and 5K-1K is to attract runners and shoppers to Camarillo, on an annual basis, from throughout California and beyond.



The Half Marathon will include an Expo and provide a weekend of opportunities for visitors to run, shop, dine, and lodge in Camarillo. A number of stores in the Outlets/Promenade are now including an insert with all sales receipts advertising the Half Marathon.

A CLU study on the economic benefits of hosting a marathon estimate an increase of sales in Camarillo of over \$173 per person per day from those attending the event. For every runner who registers for a full marathon, 14 runners participate in a half marathon.

The Expo and staging area for the Half Marathon will be in the park directly behind the Camarillo Promenade. On Saturday, October 20, there will be a community day for local children. During the accompanying Expo, on both Saturday and Sunday, there will be terrific food and other vendors, along with live music, beer and wine, and other activities.

The Half Marathon begins at 7:00 a.m. on October 21; the 5K will start at 7:30 a.m., and the free Kids 1K will be held at 10:00 a.m. The flat course of the Marla Runyan Half Marathon - from the Outlets to the Camarillo Ranch and back - is great for both novice and seasoned runners. Proceeds for the Boys and Girls Club will help fund the Homework Club, sports activities, leadership development, and after school programs.

For more information about the Half Marathon (or 5K), please contact Boys and Girls Club CEO Bill Locker at (805) 482-8113, or go to www.CamarilloHalf.org.



About Marla Runyan...after graduating from Camarillo High in 1987, Marla Runyan attended San Diego State, where, despite being legally blind, she competed in the heptathlon, 200-meter dash, high jump, shot put, 100-meter hurdles, long jump, javelin, and 800-meter run. Marla has been awarded several gold medals in Paralympics competition, and in 2000 she was the first legally blind person, and Paralympian, to compete in the Olympics. At the Sydney Olympics, she finished eighth in the 1,500-meter run, which was the best result by an American woman. In 2002, Marla had the fastest time for an American at the New York City Marathon, along with the second-fastest debut time by a woman. She also holds American records in several events, including the 20K road run (2003), all-female marathon (2002), 500-meters (2001), and heptathlon (1996).