

Official ASICS Marathon Charity- Team Reading to Kids

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Gayle Anderson was live in Los Angeles on the route of the 2015 **ASICS LA MARATHON**. This year's marathon is Sunday, March 15th. The marathon's "Stadium to the Sea" course starts at Dodger Stadium and finishes near the Santa Monica Pier, taking runners on a tour of Los Angeles past every major landmark.

The **ASICS LA MARATHON**'s expanding charity effort is expected to draw thousands of participants from all across the country running for a cause bigger than themselves. Over 100 organizations have joined the **ASICS LA MARATHON** Official Charity program this year, with the goal of surpassing last year's total of \$3.7 million. Also returning is the charity relay, which debuted in 2012, enabling a team of two to participate in the marathon on behalf of one of the Official Charities, with each participant running half of the course.

TEAM READING TO KIDS is participating in the marathon. *Reading to Kids* is a grassroots organization dedicated to inspiring underserved children with a love of reading, thereby enriching their lives and opportunities for success in the future. To this end, *Reading to Kids* gathers on average **839** children and **372** volunteers at reading clubs on the second Saturday of every month at seven Los Angeles elementary schools.

At the monthly reading clubs, pairs of volunteers read aloud to small groups of children, while their parents receive training on how to encourage their children to read at home. Kids, parents, teachers, and school libraries receive book donations at the end of the reading clubs. These are important donations, as 60 percent of low-income homes do not have age-appropriate reading materials for children.

Other charities participating in the marathon include:

***THE DREAM CENTER**, which provides free services that address immediate and long-term needs in the areas of homelessness, hunger, poverty, addiction, education, and human trafficking for over 80,000 people each month. The Dream Center marathon team runs specifically to support our Human Trafficking program – helping victims regain their freedom, independence and dignity.

***ST. JUDE HEROES**, running and raising money for to finding cures and save children battling cancer and other deadly diseases. Through the generous support of people like you, families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live. The mission of St. Jude Children’s Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of founder Danny Thomas, no child is denied treatment based on race, religion or a family’s ability to pay. For more information, contact Sara Marton at Sara.Marton@stjude.org or call 714-643-7011.

***ANGEL CITY PIT BULLS**, an official charity of the 2015 **ASICS LA MARATHON**. **ANGEL CITY PIT BULLS** is a 501(c)(3) non-profit organization dedicated to creating a better future for pit bulls by promoting their positive image as loving family companions through education, public advocacy, adoptions and responsible pet ownership.

ANGEL CITY PIT BULLS takes in dogs (mainly from local shelters in the Los Angeles area and parts of Southern California) that fall under the generic term pit bull who demonstrate people-soft, responsive qualities and solid temperaments. All dogs are spayed/neutered, microchipped, up-to-date on vaccinations, and crate trained prior to adoption. If you would like to join Team Angel City Pits, make a donation or learn more about pet adoptions, click [HERE](#).

Runners participating on behalf of an Official Charity Partner must register using the Charity Registration Portal. Runners looking to run for an Official Charity Partner must contact the charity directly to get an invitation code that will unlock charity registration. [Click Here](#) for more information on running on behalf of an Official Charity Partner in the 2015 **ASICS LA MARATHON**.

The 30th edition of the **ASICS LA MARATHON** is a week of festivities that begins with the **ASICS LA MARATHON** Kids Marathon Final Mile at Dodger Stadium on March 8th. 25,000 students from more than 250 schools in the LAUSD – Beyond the Bell, plus 1,000 students from the Inland Empire and Chino Hills School District, together with students from Glendora will participate in this event. These students started training January 12th to accumulate 25.2 miles over the next 8-10 weeks. During this event, they will run their final mile of their marathon. For more information, click [HERE](#).

The NutriBullet Health & Fitness Expo is March 13th-14th. The NutriBullet Health & Fitness Expo annually hosts more than 110 exhibitors and features a world-class speaker series, on-site activations and industry leading designs in running apparel and shoes, as well as the latest developments in sports, fitness, and nutrition. In addition, the NutriBullet Health & Fitness Expo is the home of Participant packet pick-up for all **ASICS LA MARATHON** runners.

Located at the Los Angeles Convention Center, the Expo is free and open to the public. Expo hours are from 10:00 a.m. to 7:00 p.m. on Friday, March 13th and Saturday, March 14th from 9:00 a.m. to 5:00 p.m.

All packets must be picked up at the NutriBullet Expo during regular Expo hours. There will be NO race day Packet Pick-Up! Packets will NOT be mailed to participants, NO EXCEPTIONS! You must bring a valid photo ID to Packet Pick-Up. Due to increased security regulations, you must pick up your own Participant Packet (which includes your event-issued bib number and timing device) at the NutriBullet Health & Fitness Expo. Individuals will not be able to pick up Participant Packets on behalf of others. Please e-mail packetpickup@lamarathon.com if an unavoidable conflict comes up that prevents you from picking up your Participant Packet.

The LA Big 5K is March 14th at 8:00 a.m. PDT. The LA Big 5K serves as the official warm up race for the 2015 **ASICS LA MARATHON**. The 3.1 mile race through scenic Elysian Park draws thousands of participants, many of whom are gearing up for the Marathon the next day.

The festivities culminate with the **ASICS LA MARATHON** on March 15th. This year's race will once again start at Dodger Stadium, located at 1000 Elysian Park Avenue, Los Angeles, CA 90012. Race start time is at 6:50 a.m. for hand cycles, 6:55 a.m. for wheelchairs, approximately 7:10 a.m. for

Elite Women, and 7:25 a.m. for Elite Men and Full Field. The race ends on Ocean Avenue at the intersection of Ocean Avenue and California Avenue in Santa Monica. This course has been certified by USA Track & Field and is a Boston Marathon qualifier.

More than 32,000 participants and families are expected to partake in this week of festivities from all 50 states and over 57 countries from around the world.

Time is running out to register for the **ASICS LA MARATHON**. Registration has reached 95% and is expected to reach capacity soon. For more information about registration, click [HERE](#).

And, Phase IV Scientific Health & Performance Center is the **EXCLUSIVE** Physical Therapy Provider of the ASICS L.A. Marathon. The staff from Forster Physical Therapy and Phase IV have been found doing community service with the Road Runners L.A. Marathon training group nearly every weekend for the last three months. Performing complementary injury assessments; helping perfect running technique; teaching advanced recovery techniques through stretching, foam rolling, and icing; we have been busy trying to keep runners healthy. For more information, contact:

Phase IV Scientific Health and Performance Center
Office: 310-582-8212

Forster Physical Therapy
Office: 310-656-8600

Registration is still open!
Sunday, March 15, 2015
2015 ASICS LA MARATHON
Dodger Stadium
1000 Elysian Park Avenue
Los Angeles, CA 90012
(213) 542-3000
(213) 542-3020 FAX

Participating Charity
Team Reading to Kids
Official ASICS LA Marathon Charity

Premier Charity
The Dream Center
2301 Bellevue Avenue

Los Angeles, CA 90026
(213) 273-7000

Premier Charity

St. Jude Heroes

St. Jude Children's Research Hospital
(714) 643-7011

Featured Charity

Angel City Pits

P.O. Box 19944
Los Angeles, CA 90019

Saturday, March 8th, 2015

ASICS LA MARATHON Kids Marathon Final Mile

Dodger Stadium
1000 Elysian Park Avenue
Los Angeles, CA 90012

Friday, March 13th & Saturday, March 14th

The NutriBullet Health & Fitness Expo & Packet Pick-Up

Los Angeles Convention Center, West Hall A
1201 South Figueroa Street
Los Angeles, CA 90015
(213) 542-3000
(213) 542-3020 FAX

Saturday, March 14th, 2015

8:00 a.m. PDT

LA Big 5K

Dodger Stadium
1000 Elysian Park Avenue
Los Angeles, CA 90012
(213) 542-3000
(213) 542-3020 FAX

Official ASICS LA Marathon Shoes
FrontRunners LA / West Hollywood
8625 Santa Monica Boulevard
Los Angeles, CA 90069
(310) 360-0067

If you have questions, please feel free to call Gayle Anderson at 323-460-5732 or e-mail Gayle at Gayle.Anderson@KTLA.com