



FAST FACTS

Surf City USA® Marathon February 5, 2012

A Sell Out Event

- California's Largest Oceanfront Marathon, Half Marathon
- A Runner's World Favorite Winter Marathon
- Award Winning Half Marathon Event (Competitor and LA Sports & Fitness Magazine's "Best of" Awards)
- Longest Running Marathon Event in Orange County (15 Years)
- Two Day Active Lifestyle Expo
- Finish Line Beer Garden, BBQ and Live Surf Music

A Compelling Demographic

- Educated, Active, Affluent
- 2,300 Volunteers
- 20,000 Runners & Walkers
- 60,000 Expo Attendees
- 60,000 Spectators

Marketing Reach

- Year Around Marketing Schedule
- Over 20 Million Marketing Impressions
- Southern California Television Commercials, News and Features
- 3 Southern California Radio Stations
- Print, Web, Email Promotions, Retail Partnerships and Event Distribution
- 81,000 Opt-in Email Database for Special Promotions
- Professional Public Relations Initiatives

A Significant Impact

- Over \$2.7 Million Raised with Charitable Partners Free Wheelchair Mission, Train to End Stroke, and the Leukemia & Lymphoma Society

TOP CITIES

- Huntington Beach
- Los Angeles
- Irvine
- Newport Beach
- Costa Mesa
- Orange
- Mission Viejo
- Fullerton
- Santa Ana
- Long Beach

AGE

18 & under	3%
19-24	7%
25-34	32%
34-44	30%
45-54	19%
55 & over	9%

GENDER

Women	56%
Men	44%

Surf City USA® Demographic Participation Chart

