



Contact: Don Franken (310) 342-0260;
(310) 962-3297; trackla@pacbell.net

July 11, Dockweiler Beach, Playa del Rey

17TH ANNUAL KEEP L.A. RUNNING CHARITY 5K/10K TO AWARD CASH PRIZES TO TOP RUNNERS

- ***Charity event seeks top runners, higher national profile***

The 17th annual **Keep L.A. Running** Charity 5K Run/Walk, 10K Run, Kids Dash, and Coastal Bike Cruise returns to its traditional site, Dockweiler Beach in Playa Del Rey, on Sunday morning, July 11. The event has the same overall goals, to raise money for deserving charities and promote a healthy lifestyle, but also to attract quality runners and give the races a higher athletic national profile.

For the third straight year Keep LA Running will award prize money to the top three finishers in the 5K and 10K runs for both men and women. The winners will receive \$250 each, second place finishers will earn \$150, and third place runners will get \$100 each.

"The cash prizes should bring out many top runners and also track clubs," stated Don Franken, the event's communications director.

Special invitations will be sent to all Southern California track and distance running clubs as well as running publications to help attract top runners. Legendary Zola Budd Pietersee of South Africa, will be on hand as event spokesperson for the races. Zola will also run the 5K. This is the first time Zola will run in Los Angeles since 1984, and she will not run barefoot. Zola's involuntary collision with America's Mary Decker in the 3000 meters Olympic final caused the most talked-about incident of the '84 Games.

The Keep L.A. Running 5K has been won in the past by top runners such as Steve Scott, Joan Benoit Samuelson, Kenya's former NCAA champion Fredson Mayiek, Ceci St. Geme and Christian Hesch.

While the 5K and 10K runs will be very competitive, the entire family can participate in the 7:30 am 10/20-mile coastal bike cruise, which winds south from the start on the bike paths along the ocean. The 5K Run/Walk will begin at 8:00 a.m., with the 10K at 8:30 am. Or the kids can run in the Kids Dash, which will begin at 9:45 a.m. Go to www.keeplarunning.com for race information or event registration.

Over the years Keep LA. Running has raised over \$1,000,000 for its beneficiary charities. The event is organized by the Emergency Disaster Relief Fund, a 501 (c) (3) not for profit organization, and also benefits the Pediatric Oncology Service, Women's and Children's Hospital of LAC + USC Medical Center.

Volunteers are needed for the event in the following areas: race registration, race pre-registration (the day before the race), event traffic control, water station monitors, mile timers, communications, stuffing the competitor goody bags, T-shirt distribution, assisting with race set-up, (Banners, information table, sponsor booths), awards presentation and press operations. Those interested in volunteering for Keep LA Running are asked to call race director Brennan Lindner at (310) 721-7898.

###