



FOR IMMEDIATE RELEASE

July 9, 2010

Contact: Robin Jumper

(808) 635-3053

The Kauai Marathon Announces the \$15,000 Marathon Challenge

The Kauai Marathon, held on Sunday, September 5, 2010 is adding a new feature to the event called the \$15,000 Kauai Marathon Challenge.

All 2010 Kauai Marathon participants that are officially registered in the marathon are eligible for the \$15,000 Kauai Marathon Challenge. Time standards eligible for the Kauai Marathon Challenge are a sub- 2:30:00 for men and a sub 2:45:00 for women. *All times and finishing order will be based on USATF rules (GUN time). No chip time is eligible for the Speed Challenge bonus.*

The first participant of each sex under the set time standards will be awarded with a \$2500 bonus. In addition, ALL runners (male and female combined) under the standard receive an equal amount of the remaining bonus. For example if both the male and female standard is eclipsed by the top finisher of each sex then all of the participants under the set standards split a portion of \$10,000. The top available prize is \$15,000 if only one athlete of either gender reaches the standard.

All prize money recipients must be officially registered participants and must make a good faith effort to make themselves available for post-race interviews with race affiliates and media. All prize money is subject to US tax law, including a 30% withholding fee to non-US residents. Runners with high school or collegiate eligibility should check with their respective association regarding prize money, since such payments are almost never allowed.

The 2nd Annual Kauai Marathon is scheduled for Sunday, September 5, 2010 in Poipu Kauai. The event offers marathon and half marathon distances, which are certified by USATF and AIMS. For more information, please visit www.thekauaimarathon.com.

#####