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**FOR IMMEDIATE RELEASE**

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**Only 57 Days Left until the Second Annual Kauai Marathon  
on September 5, 2010**

The 2<sup>nd</sup> Annual Kauai Marathon is scheduled for Sunday, September 5, 2010 in Poipu, Kauai. The event offers marathon and half marathon races, which are certified by USATF and AIMS.

Both courses begin in Poipu, the world-class resort community at the sunny southern end of the island and run the first 11 miles together. The courses follow the contour of the scenic coastline, offering magnificent views of the island's picturesque beaches, rugged volcanic peaks and green tropical rainforests. After runners wind down scenic Omao Road, the half marathon course enters Kukui'ula Resort offering spectacular ocean views for the last few miles. The full marathon heads out to Lawai and Kalaheo before heading down a gradual descent back into Poipu.

Upon completion of the event, all finishers are lei greeted commemorative medallion. They also have the opportunity to receive a healing massage by one of the event's outstanding massage therapists. From 8:00 am to 1:30 pm, The Kauai Marathon and Sheraton Resort host the after-party and awards ceremony. Live local entertainment, ice-cold beer and plenty of food are provided for the runners.

New to the 2010 event is the \$15,000 Marathon Challenge. There is prize money for male and female runners who complete the marathon in under 2:30:00 for men and 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 is awarded with a \$2500 bonus. In addition, all runners (male and female combined) under the standard receive an equal amount of the remaining bonus.

To register for this world-class event, visit [www.thekauaimarathon.com](http://www.thekauaimarathon.com). In order to run the full marathon, you must be at least 16 years of age on race day. The Full Marathon costs \$125.00 for Kama'aina and Active Military. The Half Marathon costs \$95.00 for Kama'aina and Active Military. Kama'aina and Active Military participants must present current identification to pick up race packet/chip/bib at Expo. On-line registration closes on August 31, 2010 at 11:59 Pacific Standard Time. Race packets, chips and race bags must be picked up at the Expo Friday, September 3, 2010 or Saturday, September 4, 2010. The Expo is located at the Sheraton Kauai Resort in the main ballroom.

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