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CONTINENTAL EVENT AND SPORTS MANAGEMENT GROUP

MIAMI (January 25, 2010) – Continental Event and Sports Management Group LLC, a company specializing in the production of world-class running events is one of the newest members of Running USA. Robert Pozo, Founder and President of Continental has over 14 years of experience in the race production industry providing unparalleled events to participants and their host communities. Aside from being an athlete himself, Robert is one of the three founders and held the position of Race Director of the ING Miami Marathon from 2003-2008. He has also served as Executive Race Director for the ING Georgia Marathon, the Chicago Half Marathon and the 13.1 Marathon Series during his tenure with industry leader US Road Sports and Entertainment. Pozo recently started his own company, Continental Event and Sports Management Group to produce destination running events throughout the US. And this is what he does best, running events that offer an amazing run, best runner perks and incredible destinations. He quickly moved to launch the Myrtle Beach Mini Marathon, a destination event in one of the Atlantic Coasts best beach destinations which will debut this upcoming October. The Company will also soon be launching a national, women’s only half marathon series across the US to be hosted in some of the most sophisticated or exotics places where to run. This new series will revolutionize the concept of women’s running. Continental Event and Sports draws on his vision to create world class half-marathon distance events.

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