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**CONTACT**

Robert Pozo, rpozo@usruns.com



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## **DIVAS HALF MARATHON SERIES HIRES TOP WOMAN IN THE INDUSTRY**

**MIAMI (March 29, 2011)** - Continental Event & Sports Management Group, LLC producers of the Divas Half Marathon Series®, recently hired Gaby Pozo, former COO of US Road Sports, to be its National Race Director in charge of the Diva Series’ growth and operations. As the largest women only international half marathon series, the Diva races needed a woman, a Diva in her own right, to take the lead and continue to gain market share. Gaby, one of the three founders of the ING Miami Marathon, was also a female pioneer in the race production industry. She served as Director of Operations for PR Racing for 7 years and as COO of USRS for 2.5 years overseeing projects like the ING Miami Marathon, the Publix Georgia Marathon, the Chicago Half Marathon and the 13.1 Series.

“This is the ultimate job for a female race director...where else can you plan an event to combine competition, sisterhood and glam appeal”, said Pozo, “I like being on top of my game but I am also a girly girl and this series combines both.”

Pozo’s intentions are to create a new platform for racing. “The Divas Half Marathon events are not only races but lifestyle events. We are launching this new concept to differentiate ourselves from all the other half marathon events out there”, said Pozo, “My intention is to bring this and other lifestyle events to Continental which will shake up some of the standards in our industry”.

Pozo’s background started in accounting where she served as auditor and controller for 11 years. She soon left this corporate world for the industry of her passion where she has worked for the last 12 year starting her own business in 1995 at Swim-Bike-Run and being a jack of all trades within the race function until 2004 when she took leadership function of the ING Miami Marathon and later US Road Sports. As a “middle of the pack” athlete herself, she is exactly who she hopes to bring to her Series...the average age grouper who challenges herself, while having fun and staying in shape.

***About Continental Event and Sports Management Group LLC.** Continental Event and Sports Management Group LLC is a company formed to produce world-class running events. Continental Event and Sports Management currently produces the Myrtle Beach Mini Marathon and the Divas Half Marathon Series in Long Island, Vail, Honolulu and Puerto Rico.*

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