



**ATTENTION:** All Editors

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**FOR IMMEDIATE RELEASE**

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## **VAIL ANNOUNCED AS NEW CITY ADDED TO THE POPULAR DIVAS HALF MARATHON™ SERIES FOR 2011**

**WITH 3 EXISTING EVENTS ON THE SERIES SPANNING FROM HONOLULU TO  
LONG ISLAND & SAN JUAN, PR, CONTINENTAL ADDS BEAUTIFUL TOWN OF  
VAIL**

**VAIL, CO (February 3, 2011)** - Continental Event and Sports Management Group LLC, a company specializing in the production of world-class running events, announces the launch of the Vail Divas Half Marathon™ & Girls 5K running event weekend. This event is strategically placed on August 21, 2011, a time typically hot in most of the U.S., yet perfect in Vail, Colorado. Weather in Vail always seems to be beautiful but August makes for a great Divas running getaway weekend. In addition to the weather, the sites are absolutely magnificent. The run through the Vail Valley will showcase this wonderful part of the US while using the mountains as the backdrop. While the event takes place in Vail, the participants will run through the valley for most of the course whereby climbing and descending are almost negligible. Organizers forecast that the half marathon will become a destination race for runners throughout the U.S.

“We are truly excited to come to The Town of Vail and add it as the latest of the 4-city tour for the series. From day one you could tell that everyone in the local government wanted to help make this event a sensation. This event location allows all to experience Vail as a summer destination, not just as a winter skiing paradise. Also, it attracts those participants living and training in the Midwest and West Coast to a Divas event closer to home.” said Robert Pozo, Executive Race Director for Continental.

According to Town of Vail Economic Development Manager, Kelli McDonald, Vail is delighted to be the newest host city for the Divas Half Marathon and to showcase all that Vail has to offer for participants and their families. “Vail is an amazing place to visit in the summertime with extraordinary and affordable lodging, restaurant choices that highlight locally grown produce and so many shopping options. We’re excited to have the Divas participants converge on Vail and we hope they’ll enjoy all that we have to offer during what many consider is the most beautiful time of year to visit Vail”, said McDonald. “The half marathon course will really highlight all of Vail with runners enjoying views of the Gore and Holy Cross Mountain



Ranges, running adjacent to Gore Creek and Holy Cross Wilderness, plus running through the iconic Vail and Lionshead Villages. It's truly going to be an amazing getaway and run for the Divas participants, family and friends”.

Four thousand runners and walkers are expected to participate in the half marathon event weekend. “We believe that tying in various destination cities will make the difference in participation and when you add to that the fact that the distance of half marathons is becoming ever more popular, you have got a winner on your hands,” stated Pozo. The Diva’s Half Marathon™ is not just a race but an event weekend where women, regardless of their background can run or walk among thousands of others and truly be catered to as the phenomenally strong and powerful individuals they truly are. The long weekend will begin on Thursday August 18 with a wine & cheese gallery stroll followed by The Health & Fitness Boutique on Friday August 19 and Saturday August 20. Other weekend activities include a Movie in the Town Square, weather permitting on Saturday night and finally the crown jewel, Diva’s Half Marathon™ and Girls 5K on Sunday morning. The race will have entertainment on the course, and special Diva stops like the feather boa station and tiara stop, an ageless category for those not wanting to divulge their age, and a dance party. More information on the Diva’s Half Marathon™ and Girls 5K can be found on [www.RunLikeaDiva.com](http://www.RunLikeaDiva.com).

***About The Divas Half Marathon Series.*** *The Divas Half Marathon Series is a group of female-inspired events throughout the United States consisting of a 2-day Health & Fitness Boutique, a 5K road race event , and a half marathon event. Each of the Divas Half Marathon events also consists of other activities geared toward women including a boa & tiara station, champagne toast at the finish and fun entertainment on the course. Event locations throughout the US include Honolulu, HI, Vail, CO, Long Island, NY and San Juan, Puerto Rico.*

***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. 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 founders and held the position of Race Director of the ING Miami Marathon since its inception in 2003. He has also served as Executive Race Director of the ING Georgia Marathon, the Chicago Half Marathon and the 13.1 Marathon Series. Continental Event and Sports Management*

***About Vail.*** *With world renowned skiing, diverse shops and restaurants, luxurious accommodations, friendly neighborhoods and breath-taking mountain views, Vail is arguably the finest resort destination in the world.*

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