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eventANDsportsMANAGEMENT

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ATTENTION: All Editors

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DIVA'S HALF MARATHON™ WEBSITE LAUNCHED

THE FIRST RACE OF THE WOMEN'S NATIONAL RUNNING SERIES™ WEBSITE IS LAUNCHED AND CELEBRATED WITH AN INCREDIBLE REGISTRATION BLITZ

LONG ISLAND, NY (February 22, 2010) - Continental Event & Sports Management Group, LLC producers of the inaugural Diva's Half Marathon and Girls 5K – Long Island, launch the long awaited women's-only running event as the first race of the Women's National Running Series™ traveling throughout the United States with stops in Honolulu, Hawaii and San Juan, Puerto Rico as well as other destination cities in the future. The event website, www.runlikeadiva.com just launched and registration will open on February 24 at 6am celebrating with deep discounts for the first 500 women registering. The first 100 women registering receive a 50% discount and the second 100 receive a 40% discount while the remaining early registrants receive 30% off of early registration fees.

The Women's National Running Series™ first event, The Diva's Half Marathon™ and Girls 5K will re-invent women's running throughout the United States. These races are dedicated to the power, resilience determination of women. This event is one that empowers the woman while reminding her about the beauty and dedication that they have both in and out. "This is a great opportunity for women to celebrate being 'A woman' and participate while other men and women cheer them on. Mothers, daughters, sisters, wives and friends will be participating in this incredible event that will be geared strictly for them", stated Robert Pozo, founder of the series. "This format has worked for all-women triathlon series but women-only running events tend, for the most part to be one race events rather than national series. 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." The Diva's Half Marathon™ and Girls 5K weekend event will begin on Thursday September 30 with a gala, fundraiser and bachelor auction, The Mitchell Athletic Building will host a Health & Fitness Boutique on Friday October 1 and Saturday October 2, a Friendship Run and Pow Wow will take place in Eisenhower Park on Saturday morning, a Movie in the Park (Eisenhower Amphitheatre), weather permitting on Saturday night and finally the crown jewel, Diva's Half Marathon and Girls 5K on Sunday morning. The race will also have entertainment on the course, boa station, an ageless category, a Two-Tu Relay, and dance lessons at the finish line party. In addition to this, medals will be handed to all finishers by firefighters. Information on the Diva's Half Marathon™ and Girls 5K can be found on www.RunLikeaDiva.com.

***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*

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