

Inaugural Disney Wine & Dine Half Marathon Weekend Offers Runners Unique Experiences

LAKE BUENA VISTA, Fla. (Sept. 21, 2010) – A sold-out field of runners will experience many of the hottest and most unique trends in road racing at the inaugural Disney Wine & Dine Half Marathon Weekend, Oct. 1-3, at Walt Disney World Resort near Orlando, Fla.

More than 11,000 runners will attempt to complete the 13.1-mile half marathon course through Disney theme parks, while experiencing several twists – the race is at night, there is a relay option, and the prize at the end is a unique race medal and an exclusive after-hours party inside the Epcot International Food & Wine Festival.

The half marathon, which starts at 10 p.m. on Oct. 2, also will feature all of the signature elements of a *runDisney* event – fireworks, famed Disney characters, music and unparalleled entertainment throughout the course, which begins at ESPN Wide World of Sports Complex and weaves through Disney's Animal Kingdom and Disney's Hollywood Studios before finishing at the Epcot International Food & Wine Festival. The relay option gives runners the opportunity to team up with a partner to complete the 13.1 miles in two segments of 4.8 and 8.3 miles. All finishers will receive a unique race medal.

"The Disney Wine & Dine Half Marathon Weekend is the most exciting thing to hit road racing in a long time," said Disney Wine & Dine Half Marathon race director Jon Hughes.

In addition to the half marathon, the weekend features several events for the entire family. The Health and Fitness Expo, which runs Oct. 1-2 inside the Jostens Center at ESPN Wide World of Sports Complex, includes running seminars from running experts such as *runDisney* training consultant Jeff Galloway, as well as the latest running equipment, products and apparel. There also are kids' races at the sports complex on Oct. 1 and Mickey's Halloween Family Fun Run on Oct. 2 at Magic Kingdom.

"This event brings together a variety of cool elements – food, wine, a relay and family fun in a nighttime atmosphere – to create a unique running experience that runners around the country can't find anywhere else," said Disney Sports Events Director Paul Lambert. "The response from runners who are looking forward to this new event has been overwhelming and we are equally as excited about the launch of this unique event that becomes a part of our *runDisney* series."

Fans can purchase tickets to the exclusive Wine & Dine Half Marathon after-hours party for \$35. Visit <http://espnwwos.disney.go.com/sports/rundisney/> for more information on *runDisney* events and the Disney Wine & Dine Half Marathon weekend.

October 1-3, 2010 Event Schedule:

- Disney Kids' Races at ESPN Sports Complex (4 p.m. Oct. 1)
- Mickey's Halloween Family Fun Run 5K (7 a.m. Oct. 2)
- Disney Wine & Dine Half Marathon (10 p.m. Oct. 2)
- Two-day expo in Jostens Center at ESPN Wide World of Sports Complex (Oct. 1-2)
- Epcot Food & Wine Festival Finish Line Party (after Half Marathon)

About *runDisney*

The *runDisney* series is a collection of marathon and half marathon event weekends that provide runners unique opportunities to run through Disney theme parks. Race participants also get to earn Disney-themed medals, experience legendary Disney entertainment and guest service, and ultimately celebrate their accomplishments with a Disney vacation. The original event in the series, the Walt Disney World Marathon Weekend presented by CIGNA, takes place each January and features both marathon and half marathon distances. Other races at Walt

Disney World Resort in Florida include Disney's Princess Half Marathon presented by Lady Foot Locker in February and the new Disney Wine & Dine Half Marathon in October. The Disneyland Half Marathon takes place each September in California. More than 75,000 people participate in *runDisney* events each year. For more information visit rundisney.com.

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