

# Princess Half Marathon Weekend Adds New Race, New Challenge and New Medals

Women-focused event to offer 10K, new challenge and special-edition medals fit for a Princess; Special Princess and Tinker Bell half marathon registration available June 11

LAKE BUENA VISTA, FLA (April 26, 2013) – Building on the success of its women-focused events, *runDisney* is broadening the **Disney Princess Half Marathon Weekend at Walt Disney World Resort** next year by adding a 10K and a new two-race challenge.

The Princess 10K gives runners of various levels more opportunities to run through Disney theme parks and receive a specially-designed finisher medal. And runners looking for an even bigger challenge can sign up for the 10K on Saturday and the Half Marathon on Sunday (19.3 miles total) to earn the inaugural **Disney Glass Slipper Challenge Medal** to go along with medals from each individual race.

The Princess Half Marathon Weekend, scheduled for Feb. 20-23, is one of two women-focused *runDisney* events. The other is the **Tinker Bell Half Marathon Weekend** in January at **Disneyland Resort** in California. Both races are among the largest women-specific running events in the country and focus on healthy active lifestyles for women and girls. For instance, after nearly 7,500 runners ran in the inaugural Princess Half Marathon event in 2009, the popularity of the race has grown considerably with more than 26,000 registered runners for last year's race.

Also new in 2014 is a special edition ***runDisney* Coast-to-Coast Race Challenge Medal** for runners participating in the 2014 Tinker Bell Half Marathon at Disneyland in January and the 2014 Princess Half Marathon five weeks later at Walt Disney World. Finishers receive the coveted medal featuring the likeness of Walt Disney and Mickey Mouse with a pink overlay and lanyard.

Registration for the 2014 Princess Half Marathon opens June 11 at [www.runDisney.com](http://www.runDisney.com). A limited number of runners will have the opportunity to register for both the Princess and Tinker Bell Half Marathon at that time. Those not securing an early registration for the Tinker Bell Half Marathon will have a second chance when on-line registration officially opens on July 9.

Both the Princess and Tinker Bell Half Marathon weekends include signature *runDisney* events including a health and fitness expo geared towards women, kids races, a family fun run 5K, as well as featured half marathons for both weekend.

For more information and to register for *runDisney* events, visit [www.runDisney.com](http://www.runDisney.com).

## About *runDisney*

*runDisney* is a series of seven event weekends providing runners unique opportunities to run various distances through Disney theme parks. Race participants 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 in January followed by the Disney Princess Half Marathon Weekend in February, Expedition Everest Challenge in May *The Twilight Zone Tower of Terror* 10-Miler in October and the Disney Wine & Dine Half Marathon Weekend in November. Disneyland hosts the Tinker Bell Half Marathon Weekend in January and the Disneyland Half Marathon in September during Labor Day Weekend. More than 125,000 running enthusiasts participate in *runDisney* events each year. For more information, visit [www.runDisney.com](http://www.runDisney.com) and follow us on **Facebook** (***runDisney***) and **Twitter** **@runDisney**.