

# Avengers Super Heroes Half Marathon Weekend to Swoop into Disneyland Resort in California this Fall

## ***Three-day race weekend is runDisney's first Super Hero collaboration; Event to include kids races, 5K and half marathon; Registration opens late March***

ANAHEIM, Calif. (February 25, 2014) –runDisney is expanding its portfolio of race weekends, adding a new Avengers Super Heroes Half Marathon Weekend at Disneyland Resort in Anaheim, CA to debut November 14-16, 2014.

The new three-day race weekend will involve kids races, a 5K and a half marathon, plus several family-friendly events such as a Health & Fitness Expo and a pre-race Pasta in the Park Party. Registration opens March 25 at [www.runDisney.com](http://www.runDisney.com).

With Super Hero-themed entertainment and characters, the Avengers Super Heroes Half Marathon Weekend will be a unique runDisney experience.

"We couldn't be more excited about this Super Hero collaboration to create this new runDisney race weekend for runners everywhere," said Tom Wolber, senior vice president of Disney Sports Enterprises and Downtown Disney. "Our runDisney events continue to be hugely popular and by joining forces with the Avengers brand, we expect this race will appeal to an even broader range of runners in Southern California whom we hope will see this event as the perfect opportunity to unleash their inner Super Hero in a race to a personal triumph."

"runDisney races are a natural fit because our comic book Super Heroes embody many of the same brand attributes as runDisney, such as heroism and intensity with a heavy dose of fun," said Dan Buckley, president of TV, Publishing and Brand Management for Marvel Entertainment. "This race weekend will have a very distinct atmosphere that will appeal to comic book fans and runDisney fans."

The Avengers event is expected to be in high demand much like other runDisney race weekends, which have sold out in record time in recent years. Overall, runDisney race weekends attracted more than 163,900 runners last year – a 40 percent increase over the previous year, making the runDisney series one of the largest in the nation.

The Avengers Half Marathon Weekend will be the eighth runDisney event and third at Disneyland Resort, joining the Tinker Bell Half Marathon Weekend (May 7-10, 2015) and the Disneyland Half Marathon Weekend (Aug. 28-31, 2014) at Disneyland Resort.

But the Avengers Half Marathon course will be a new 13.1-mile route through the Disneyland Resort and surrounding areas that will differ from the Tinker Bell and Disneyland half marathon courses. Runners who successfully brave the new Avengers Half Marathon course will receive a commemorative Avengers-themed finishers' medal.

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