

# May The Course Be With You! Star Wars Half Marathon Weekend Makes Its Intergalactic Arrival at Disneyland Resort in 2015

## **Four-day race weekend is first collaboration with Lucasfilm; Aerospace company Sierra Nevada Corporation to be inaugural event's presenting sponsor; Race registration opens June 10**

**ANAHEIM, Calif.** (May 27, 2014) – Joining forces with one of Hollywood's most iconic brands, runDisney is creating another transportive race weekend – the Star Wars Half Marathon Weekend presented by Sierra Nevada Corporation at Disneyland Resort. The intergalactic journey begins January 15 and runs through January 18, 2015.

The Star Wars event is the fourth runDisney race weekend scheduled for 2015 at Disneyland Resort, doubling the number of races held in 2013. The new race weekend offers runners a variety of race experiences for all levels, from Padawans to Jedi Masters – kids races, a 5K, a 10K and a half marathon. And for those who show an even greater strength for the Force, there will be a two-race challenge involving the 10K and the half marathon with a commemorative medal awaiting every finisher.

In addition, there will be a slew of family-friendly events throughout the weekend, including a Health and Fitness Expo and a Star Wars-themed pre-race party, plus popular Star Wars and Disney characters and other entertainment. Registration opens June 10 at [www.runDisney.com](http://www.runDisney.com).

The Star Wars event at Disneyland Resort joins the Disneyland Half Marathon Weekend, the recently announced Avengers Super Heroes Half Marathon Weekend and the Tinker Bell Half Marathon Weekend.

“This melding of the iconic Star Wars franchise and the runDisney brand creates an ideal race experience that will resonate with core running groups as well as attract new runners to the sport,” said Maribeth Bisienere, senior vice president of Disney Sports Enterprises. “We will continue to identify opportunities to collaborate with other Disney franchises and partners to develop more unique runDisney race weekends that will appeal to an increasingly wider range of runners across the country and beyond.”

“This is an ideal intersection of family, fitness and Star Wars fun for our global, cross- generational audience and runDisney fans” said Howard Roffman, executive vice president of Franchise Management at Lucasfilm. “Star Wars is all about reaching deep within to realize your true potential and runDisney embodies that message in a very real way.”

As presenting sponsor of the race weekend, Sierra Nevada Corporation will have a presence throughout the event. Sierra Nevada Corporation, based in Sparks, Nevada, provides rapid, innovative and agile technology solutions and is best known for its Dream Chaser spacecraft, the company's solution for providing the United States with human spaceflight capability.

"With the passion and creativity of runDisney and Lucasfilm, this race weekend is going to be out of this world, which makes it a natural fit for Sierra Nevada Corporation because we are in a race of our own to take humans into space with our Dream Chaser spacecraft program," said Sierra Nevada Corporation president and chairman Eren Ozmen.

As with other new runDisney events, the inaugural Star Wars event sponsored by Sierra Nevada Corporation is expected to be an instant hit. The new Avengers race at Disneyland Resort sold out in less than two hours. In general, runDisney race weekends have regularly sold out in record time, and last year attracted more than 163,900 runners to Walt Disney World and Disneyland – a 40 percent increase over the previous year, making the runDisney series one of the largest in the nation.

The surging popularity of runDisney events has created significant economic impact on the surrounding communities. For example, in Anaheim it's estimated that the Disneyland Half Marathon Weekend drives approximately \$20 million to \$30million in additional economic activity locally by attracting thousands of runners to Southern California. In suburban Orlando, the Walt Disney World Marathon Weekend, which is considered to be the largest race weekend in the country, attracts more than 50,000 runners and 50,000-plus spectators, for a total attendance of more than 100,000 in Central Florida.