MEDIA ADVISORY

Las Vegas is Ready to Rock 'n' Roll

- *Event weekend to kickoff on Friday, 11:30 am at the Sands Expo & Convention Center, Hall A*
- *Nighttime race sold-out with 44,000 runners, featuring on-course entertainment and live bands at every mile*

What: It's 26.2-miles of Rock 'n' Roll. More than 44,000 runners, from professional athletes to casual joggers will rock the Las Vegas Strip on Sunday night, December 4 for the sold out **Zappos.com Rock 'n' Roll Las Vegas Marathon & ½ Marathon to benefit the Crohn's & Colitis Foundation of America.**

Schedule of Events:

Friday, December 2 11:30 am **Media Kickoff** Sands Convention Center, Hall A	Interview race officials, dignitaries and charity partners. Pickup race day media credentials, parking passes and community road closure information will be discussed.
12:00 pm – 7:00 pm Health & Fitness Expo Hall A, Sands Convention Center	The expo is free and open to the public. All registered runners must pick up their race numbers at the Expo.
12:00 pm – 5:00 pm Media Center - Room 302	
Saturday, December 2 10:00 am – 8:00 pm Health & Fitness Expo Hall A, Sands Convention Center	More than 100 exhibitors offering the latest running gear, training tips and interactive clinics. Free and open to the public.
10:00 am – 5:00 pm Media Center - Room 302	
5:00 pm Stiletto Dash presented by The Palazzo The Palazzo Las Vegas	Television personality, **Brooke Burke**, will join hundreds of women as they strap on their high heels and run for a good

cause in the luxurious grand lobby of The Palazzo

Sunday, December 4
Concert: 3:00 pm
Marathon Start: 4:05 pm
Half Marathon Start: 5:30 pm

In epic fashion, over seven and a half miles of Las Vegas Boulevard will be closed for the race, with the entire 13.1-mile half marathon course running under the neon lights of the Las Vegas Strip.

Downloads:
Event Logo
Final Participant Information
2011 Course Map
Road Closure Information

Why:

- Race day parking passes and media credentials will be available for pick up at the media kickoff on Friday. Detailed road closure information will be discussed.
- The Media Center is open for working press on Friday from 12:00 pm to 5:00 pm and Saturday from 10:00 am to 5:00 pm, and will include the latest updates, fact sheets, media guides and coverage information.
- All media credentials must be secured no later than 5:00 pm on Saturday. No credentials will be distributed race day. To apply for media credentials, visit: runrocknroll.competitor.com/press

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