



Press Release: FOR IMMEDIATE RELEASE

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Mississauga Marathon Race Organizers are Excited to Announce Major Change to Race Route for 2010

Mississauga, ON., February 26, 2010 – Landmark Sport Group Inc., coordinators of the Mississauga Marathon, announced today that race routes for the upcoming 2010 Mississauga Marathon will be changed. For participants, this means all the beauty of the Mississauga Marathon is retained, including the Lake Ontario waterfront and the picturesque neighbourhoods, with the new finish in the historic downtown of Port Credit Village right at the mouth of the Credit River alongside the old Port Credit lighthouse.

In years past, full marathon runners have been subject to an out-and-back segment that took them down Southdown Road, along Lakeshore West and back to Orr Road. Brian Eastcott, Race Director for the Mississauga Marathon, revealed that this out-and-back portion of the full marathon has been eliminated.

“With the out-and-back portion of the marathon being eliminated, runners will now turn east on Orr Road, and continue through the route as normal,” says Eastcott, adding that the newest aspect of the race change is where the Finish Line will be situated.

The Finish Line, which was previously located at Lakefront Promenade Park, will be moved to Port Credit Memorial Park to accommodate the growing number of participants, spectators, and volunteers. This change will have full marathon participants taking full advantage of waterfront trails as they run past Promenade Park and finish by running westbound on Lakeshore Road East into Memorial Park. Half marathon participants will continue along the same course as years past, with the only alteration being that participants will now finish on Lakeshore Road while still enjoying the beautiful Lake Ontario waterfront and waterfront trails.

“We are excited about this new opportunity,” stated President of Landmark Sport Group Inc., Elliott Kerr. “We always wanted to provide a more compelling, more engaging finish area experience and now with downtown Port Credit all participants can enjoy the charm and beauty of Port Credit harbour and Port Credit Village with its many restaurants, pubs, art galleries, gift shops, coffee shops and other unique retailers.”

Greg Socha, Manager of Sports, for the City of Mississauga had this to say about the recent announcement, “By moving the Marathon finish line location to Port Credit Memorial Park, the City of Mississauga will be able to showcase the picturesque Port Credit Village and waterfront area to athletes and spectators exposing them to one of the premier tourist destination sites in the City of Mississauga,”

adding that the marathon weekend will energize the area, inspire active living and foster community pride.

With Mississauga Marathon events scheduled for Saturday, May 15th through Sunday, May 16th, 2010, marathon coordinators and City of Mississauga officials are working overtime to ensure the smooth transition of race routes for all involved. Participants, volunteers, spectators and residents will be updated on an ongoing basis in regards to route changes, road closures, and parking availability.

Route changes, along with new course maps, and the latest news regarding the route change will be available online at www.mississaugamarathon.com by March 19th, 2010. For those with questions or concerns please contact race organizers at info@mississaugamarathon.com or at 905.949.2931. In 2009 the Mississauga Marathon drew over 12,000 participants and over 10,000 spectators and volunteers to the City of Mississauga. Charity partners with the 2010 Mississauga Marathon include: Colorectal Cancer Association of Canada, Trillium Health Centre Foundation, The Credit Valley Hospital Foundation, United Way of Peel Region, Jerry Love Children's Foundation, YMCA, and the MS Society Mississauga Chapter.