



**Rutgers The State University of New Jersey
April 18, 2010**

CGI Racing will be rolling out a truly unique brand of road racing in 2010 the Unite Half Marathon Series. The race will offer an experience of unparalleled enthusiasm when we UNITE the students, faculty, alumni, parents and each state as a whole for the newest, must-do half marathon in the Nation.

The event will include a two day Health and Fitness Expo where 4,000 runners must pick up race Numbers, t-shirts and goody bags.

DEMOGRAPHICS

37 US Million Runners

53% Male 47% Female

8.5 US Race Participants 48% Male 52% Female

Source: National Sporting Goods Association, 2004; Frequent Participation = 110+ days per year, The NPD Group; USA Track & Field Running Information Center

85% are between 18 - 49 Average Age- 36 Married
60% Graduated College 78% Earn more than 80,000
HH Income: Average - \$108,000 45% 100,000+

Source: Runners World- 2008 MRI Fall; 2009 MRI Spring

**Inserts must be shipped to arrive
between February 10 and
February 20, 2010**

GOODY BAG INSERTIONS NEEDED: 5,000



**RESERVE YOUR SPACE BY
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NOLIN - the Sample Guy
336.688.3886 or email
matt@sampleguy.com**