



The Brand - CGI Racing will be rolling out a truly unique brand of road racing in 2010 the Unite Half Marathon Series.

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

- Half Mile Marathon featuring live bands along the course
- Runners will start the race in a very unique way sent off by the University Marching Band and pep squad.
- Fraternities, Sororities, Club Sports, and Cheerleaders lining the course in a spirit competition like no other.
- Two-day Health & Fitness Expo at the Werblin Recreational Center on the Busch Campus
- Finish Line Festival: Live Music, Class Reunion, Awards Ceremony and Refreshments

AUDIENCE

5,000 marathoners and walkers
1,000 Volunteers
15,000 Spectators
20 Live Bands

25,000 Expo Visitors
500 Medical Staff
20,000 Finish Line Festival Attendees
2000 University club participants

MEDIA - Estimated impressions 1,000,000

Local, regional TV, print, radio coverage
Annual public relations program
Website/email campaign to more than 45,000 targeted athletes

DEMOGRAPHICS AVAILABLE UPON REQUEST

