



## CATALINA ISLAND CONSERVANCY

**PRESS RELEASE**  
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### **Update: New Marathon and Half Marathon on Catalina Will Feature Exciting Traditional Courses**

CATALINA ISLAND, March 4, 2011 - While management of distance events on Catalina Island has changed hands many times over the years, one thing has remained constant: The thrill of running through the Island's rugged wilderness.

Ask Hans Albrecht, the man who started it all in 1974. Hans and friends needed a place to train for the strenuous Western States 100, and Hans selected Catalina. Hans thought it would be great to come 26 miles across the sea to run 26 miles on Catalina, according to ultra-marathoner Kent Holder, a friend of Albrecht who ran some of the Island's earliest events.

It was under Hans' management in 1978 that "the Catalina Marathon was born," recalled Holder in a recent interview.

The years have passed, but the unsurpassed beauty of the Catalina Island Conservancy's Nature Preserve—where marathons on Catalina have traditionally been run—has only gotten better under active management. "The hills are dense with colorful flowers, including species we haven't seen for years," says Carlos de la Rosa, Chief Conservation Officer for the Conservancy. "If you haven't been here lately, you won't want to miss it."

If you **HAVE** visited lately, you **STILL** won't want to miss this, the inaugural:

### **Catalina Island Conservancy Marathon** **Saturday, March 10, 2012**

This event will feature the exciting marathon course used historically on the Catalina Island Conservancy's lands, including much of the rugged terrain, spectacular vistas and special challenges enjoyed by Hans and friends in the earliest days of the event under his management. The event will be operated under proven, professional management. Pacific Sports, the most recent manager of the Catalina Marathon, is not associated in any way with the Catalina Island Conservancy Marathon.

A runner who loved the natural environment, Hans was doubly pleased that the event was world-class while helping a good cause at the same time. The Catalina Marathon, he recalls, was launched as a benefit for the Conservancy, then in its infancy (the Conservancy was founded in 1972).

The Conservancy owns and stewards 88 percent of Catalina Island—a full 42,000 acre nature preserve—balancing conservation, education and recreational access as part of its mission. The new marathon, a new half marathon, the existing Catalina Eco-Marathon and the existing Avalon Benefit 50 Mile Run (sponsored by the Lion’s Club of Avalon) will all be managed by Spectrum Sports Management. These four events will have exclusive access to the Catalina Island Conservancy’s land for distance races. There, runners will continue to enjoy this expansive Catalina Island Conservancy Nature Preserve with its spectacular vistas while being challenged by the rugged terrain. They’ll also have the special thrill of knowing they’re in bison territory—the Conservancy manages a free-ranging herd of 150 of the majestic animals. No other distance races will be run on Catalina Island Conservancy land.

The inaugural marathon event, along with another new event, a half marathon, will “continue the Conservancy’s decades-long commitment to distance events that support our mission and are in the best interests of our island community,” said Mel Dinkel, Treasurer and Chief Operating Officer for the Conservancy:

### **Catalina Island Conservancy Half Marathon September 29, 2012**

After a process during which proposals were sought from any firms who might wish to manage the new events, the Conservancy selected Spectrum Sports to take on both of the exciting new events. Pacific Sports LLC did not submit a proposal to manage either the new events. Spectrum Sports has demonstrated its ability to manage distance-running events on Catalina Island. It currently manages two successful events run on Catalina Island Conservancy lands—the Catalina Eco-Marathon and the Avalon Benefit 50 Mile Run sponsored by the Lion’s Club of Avalon.

Spectrum Sports Management has been a leader in the field of sports marketing and management here in Southern California for many years,” said Dinkel. “The firm’s track record of protecting the Island’s fragile ecosystem during world-class running events over the years has been flawless, and we look forward to working with them.”

### **Long History of Marathons on Catalina Island**

Over the decades, marathons held on the Island have grown rich in tradition and legacy. Runner “Buffalo” Bill McDermott has competed in all 33 marathons as the 33 bars on his shirt attest. The Catalina Marathon Finishers Association, a semi-official group of marathon “old timers,” gives the bars to all who finish each race. Referred to as “The Human Shock Absorber” for his ability to triumph over the Island’s challenging terrain, McDermott has won marathons held on Catalina 13 times and holds the course record.

The new Catalina Island Conservancy Marathon will continue to honor record-holders.

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According to Mike Bone, founder and owner of Spectrum Sports, in addition to the 26-mile race, the new Catalina Island Conservancy Marathon will offer a 10K, 5K and 1-mile Kids Run so that the entire family can get out and compete.

As an important part of its formula for success, all distance events held on Catalina Island Conservancy property return 10% of a guaranteed minimum of registration fees to Island charities. In the past, those have included Avalon School, the Lions Club of Avalon, the Pony Club, the Little Red Schoolhouse, CHOICES, the Saddle Club and the Teen Center. All runners will become members of the Catalina Island Conservancy by participating in these events and will receive all benefits of membership.

“We look forward to welcoming runners to continue the rich tradition of distance events on Catalina,” Dinkel said.

### **About Spectrum Sports Management, LLC**

A full-service sports and event marketing agency with expertise in participant events, from world class championships to grass roots event marketing, we also specialize in sponsorship packaging and sales for such events and organizations. Spectrum Sports Management is owned by Mike Bone, a sports marketing and management professional with more than 25 years of experience in the sports management industry. Spectrum Sports Management also has immense experience managing golf tournaments, working with such organizations as the PGA TOUR, PGA TOUR'S Champions' TOUR, and the Surf Industry Manufacturers Association annual Waterman's Classic Golf Tournament.

### **About The Catalina Island Conservancy**

The Catalina Island Conservancy was formed in 1972 and is the largest private land trust and one of the oldest in California. Its mission is to be a responsible steward of its lands through a balance of conservation, education and recreation. Through its ongoing efforts, the Conservancy protects the magnificent natural and cultural heritage of Santa Catalina Island, stewarding approximately 42,000 acres of land, 50 miles of rugged shoreline, an airport, more than 80 miles of trails and more than 200 miles of roads. Twenty miles from the mainland, the Island is a treasure trove of historical and archeological sites and numerous rare and endangered animals and plants. For additional information, visit [www.catalinaconservancy.org](http://www.catalinaconservancy.org).

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