



PRESS RELEASE
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Catalina Races Will Continue As Scheduled

*Avalon City Council upholds permits for historic triathlon and marathon
on traditional course through rugged Conservancy backcountry*

AVALON (Catalina Island, California) June 17, 2011—The Catalina Island Triathlon slated for November 5, 2011, and Catalina Island Conservancy Marathon, March 10, 2012, will be held as scheduled, along with three other Catalina distance events. The news came after members of the Avalon City Council supported 4-1 the decision of Avalon’s City Manager to deny two permit applications submitted by Pacific Sports, a for-profit company, that conflicted with these previously permitted events. The City Council further denied a permit for the Buffalo Run, a half marathon event proposed by the same for-profit company. The Catalina Island Conservancy Half Marathon will be held, as scheduled, September 29, 2012.

At the appeal hearing before the City Council on Tuesday evening, June 7, 2011, City Manager Steve Hoefs said that his decision to deny the for-profit company permits had been based on municipal code section 4-6.08 that provides that if two applications are filed for the same date or week they can be evaluated based on a set of criteria. Among those criteria, community service and non-profit organizations were called out to receive special consideration. Perceived benefit to the local community was among the highest-rated criteria. The Catalina Island Chamber of Commerce that owns the Catalina Island Triathlon, and the Catalina Island Conservancy that owns the Catalina Island Conservancy Marathon and Half Marathon, were determined to provide more benefit to the Avalon community than the for-profit company.

“This outcome is great news for runners who are now guaranteed to enjoy five great races on Catalina that are also focused on raising money to support and enhance the destination for future years,” said Leslie Baer, a spokesperson for the Conservancy.

In addition, those who run in Conservancy sponsored events and recruit personal sponsors may qualify as volunteers and receive tax benefits, Baer said, directing runners to the related websites for additional details.

Catalina: The Endurance Island

Athletes who have come to enjoy distance events on Catalina Island continue to have five challenging races in which to participate, including the Catalina Island Eco-Marathon, the Catalina Island Triathlon, the Avalon 50-Mile Benefit Run, the Catalina Island Conservancy Half Marathon, and the Catalina Island Conservancy Marathon.

The Catalina Island Conservancy launched two distance events beginning in 2012, and has said it plans to build on the long tradition of quality distance events on the Island.

“Runners will continue to be welcomed to enjoy the unrivaled beauty and ultimate challenge of Catalina,” said Baer. “All of these events will build on the history of distance events on Catalina Island which began in the 1970s. We are committed to these events, and proud to carry on the tradition.”

The Conservancy has retained Spectrum Sports Management, Inc. to manage both the Catalina Island Conservancy Half Marathon and Catalina Island Conservancy Marathon. Through this partnership, athletes will have the continued opportunity to run a well-managed race while also helping to protect the 43,000 acres that makeup the many miles of race course through Catalina’s treasured wildlands. Proceeds will also benefit local organizations including Avalon School, the Lions Club of Avalon, the Pony Club, the Little Red Schoolhouse, CHOICES, the Saddle Club and the Teen Center.

Register Now for Races on Catalina Island!

Athletes can find more information and register for the following distance events on Catalina Island:

> *Catalina Island Triathlon*

Saturday, November 5, 2011

The annual Catalina Island Triathlon is considered one of the most picturesque venues for a Triathlon. The course consists of a .5 mile (.8 km) swim in the calm ocean waters of Avalon Bay, a 9.32 mile (15 km) kilometer bike ride and a 3.1 mile (5 km) run. Register at www.catalinaislandtriathlon.com.

> *Catalina Island Eco-Marathon*

Saturday, November 12, 2011

Runners traverse single-track trails, ridgelines, and vistas that afford views of the Pacific Ocean from both sides of the Island. The race will cross three entirely different eco-systems. Don’t be surprised if you see buffalo on the course, seals in the water, and bald eagles overhead. For more information and to register, go to www.catalinaecomarathon.com.

> ***Avalon 50-Mile Benefit Run***

Saturday, January 15, 2012

One of the country's most challenging and scenic 50-milers. No cars, no smog, just great terrain, incredible views, fascinating historical sites, a well-organized race, nice people, great food . . . and even an occasional buffalo sighting. ALL proceeds from entry fees and sponsored mileage go to charity from this fundraiser for the Avalon Lion's Club. Recipients include: Avalon Hospital, Avalon High School scholarships, Catalina Conservancy and the Bill Putnam Health Care Fund. For more information and to register for this race visit www.avalon50.com.

> ***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 Albrecht and friends in the earliest days of the event under his management! Register for this event at www.raceit.com/register/?event=4145

> ***Catalina Island Conservancy Half Marathon***

Saturday, September 29, 2012

Runners enjoy the 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. Registration is coming soon. For more information visit www.catalinaconservancy.org. (Look for "Catalina Races.")

Marathons on Catalina

Distance events have a long history on Catalina. The first marathon got off to a modest start as a benefit for the Catalina Island Conservancy in 1979, when the official participant tally was only 39 runners. This year marks the 34th year of marathons on Catalina. Races run over three decades have received acclaim from the running community worldwide. "Races through Catalina's exceptional backcountry have been called the best and the toughest," Baer said. Last year, nearly a thousand marathoners tackled the Island's demanding hills and valleys while at the same time enjoying some of the most challenging terrain and spectacular views on the marathon circuit. "The Catalina Island Conservancy Marathon will continue in this legacy," Baer concluded.

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 Island 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 on Catalina 13 times and holds the course record. The Catalina Island Conservancy Marathon will continue to honor all marathon record-holders.

Additional Information:

Spectrum Sports Management, Inc. is a full-service sports and event marketing agency with expertise in participant events. The firm is owned by Mike Bone, a sports marketing and management professional with more than 25 years of experience in the race industry. Spectrum Sports Management, Inc. also has immense experience managing golf tournaments, working with such organizations as the PGA TOUR, PGA Champions TOUR, and the Surf Industry Manufacturers Association. For more information, visit www.spectrumsports.net.

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.

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