



2011 St. Jude Memphis Half Marathon Sells Out; Limited Spots Available for St. Jude Heroes

Secure a spot as a St. Jude Hero by committing to raise \$500 for St. Jude

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MEMPHIS, TENN. (July 15, 2011) – Participants can still secure spots in the now sold-out [St. Jude Memphis Half Marathon](#) to be held Saturday, December 3, by becoming a St. Jude Hero. St. Jude Heroes take their race commitment to the next level by raising funds for St. Jude Children’s Research Hospital®. By committing to raise at least \$500, participants will be guaranteed a race entry while spots are still available. The St. Jude Memphis Half Marathon is one of four races of the St. Jude Memphis Marathon Weekend which includes the St. Jude Memphis Marathon, the Memphis Grizzlies House 5K and the St. Jude Memphis Family Race and Kids Marathon.

St. Jude Heroes raise funds by securing pledges from family, friends and coworkers. To assist in fundraising, St. Jude Heroes receive tools such a personalized website. In addition, they can earn great incentives such as hotel accommodations, a VIP tour of St. Jude and access to an exclusive St. Jude Heroes Pasta Party. Last year, from event proceeds and funds raised from participating St. Jude Heroes, more than \$2.8 million was raised for St. Jude. To register for a race and to become a St. Jude Hero, visit www.stjudemarathon.org.

The St. Jude Memphis Marathon Weekend, presented by Juice Plus+®, is a collaborative effort between St. Jude and the Memphis Runners Track Club. Last year, the St. Jude Memphis Marathon Weekend races welcomed more than 16,000 participants. This year’s races will mark 10 years of supporting St. Jude and its mission of finding cures and saving children from cancer and other deadly diseases. Since naming St. Jude as the benefiting charity in 2002, \$13.5 million has been raised for the hospital through event proceeds and the St. Jude Heroes program. For more information, visit www.stjudemarathon.org.

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Register for Sold Out Half Marathon as a St. Jude Hero Page Two

About the event:

The 2011 St. Jude Memphis Marathon Weekend is celebrating 10 years of supporting St. Jude Children's Research Hospital and its fight against childhood cancer. Since 2002, the event has been produced in partnership with the Memphis Runners Track Club and presenting sponsor Juice Plus and now features a marathon, half marathon, the Memphis Grizzlies House 5K and the St. Jude Memphis Family Race and Kids Marathon. Each year, a special group of race participants called St. Jude Heroes raise additional funds for the hospital by obtaining pledges from friends and family. Since its inception, \$13.5 million has been raised through event proceeds and the St. Jude Heroes program. For more information, visit www.stjudemarathon.org.

About St. Jude:

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by *Harris Interactive*, a highly respected international polling and research firm. St. Jude was also named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by *U.S. News & World Report*. For more information, go to www.stjude.org.

About the presenting sponsor:

Juice Plus+[®] is an easy and inexpensive way to add nutrition from a wide variety of different fruits, vegetables and grains to your diet, everyday. It provides whole food based nutrition from 17 different fruits, vegetables and grains in convenient capsule, chewable or gummi form.

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