



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

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

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MEMPHIS, TENN. (July 29, 2011) – With the St. Jude Memphis Half Marathon completely sold out, reserve your spot today in the marathon and other races before the August 1 price increase. There are limited spots available for the St. Jude Memphis Marathon if participants commit to becoming a St. Jude Hero and raising at least \$500 to benefit the lifesaving work of St. Jude Children’s Research Hospital. The St. Jude Memphis Marathon Weekend races will be held Saturday, December 3 and includes the Memphis Grizzlies House 5K and the St. Jude Memphis Family Race and Kids Marathon in addition to the marathon and half marathon.

The fee structure for the four races is:

Race	Current Fee	Fee beginning August 1
St. Jude Memphis Marathon (limited St. Jude Hero spots available)	\$85	\$100
Memphis Grizzlies House 5K	\$30	\$35
St. Jude Memphis Family Race & Kids Marathon (per parent)	\$15	\$15
St. Jude Memphis Family Race & Kids Marathon (per child)	\$10	\$10

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, \$3 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

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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, the St. Jude Memphis Marathon Weekend has raised \$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.

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. 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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As of September 7, limited spots are now available for the sold out St. Jude Memphis Marathon. These spots are reserved for participants who sign up for the race as a St. Jude Hero and commit to raise \$500 for St. Jude Children's Research Hospital. It is expected these spots will fill up fast.

A St. Jude Heroes is part of an exclusive group of participants who are going the extra mile by fundraising to support St. Jude and its fight against childhood cancer. They receive fundraising tools such as a personalized webpage and support from regional St. Jude staff. In addition, all St. Jude Heroes can earn great incentives such as hotel accommodations, a VIP tour of St. Jude, access to an exclusive pre-race Pasta Party and post-race St. Jude Heroes Lounge.

For more information and to register for the St. Jude Memphis Marathon, visit www.stjudemarathon.org.

Quick Facts

- The St. Jude Memphis Half Marathon is completely sold out.
- Spots are still available for the Memphis Grizzlies House 5K and the St. Jude Memphis Family Race and Kids Marathon.
- All four races will be held Saturday, December 4 in downtown Memphis.
- The St. Jude Memphis Marathon Weekend, presented by Juice Plus+[®], is a collaborative effort between St. Jude and the Memphis Runners Track Club.

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.