



St. Jude Memphis Marathon Weekend allows runners through campus of St. Jude

Other developments include no “offline registration,” early bird registration ends August 31

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MEMPHIS, TENN. (August 13, 2009) – On the morning of the St. Jude Memphis Marathon Weekend, the normally closed campus of St. Jude Children’s Research Hospital®, open only to patients, their families, staff and special visitors, will welcome more than 10,000 runners. For the first time in the seven year history of the race weekend, marathon and half marathon participants will run through the St. Jude campus, between miles four and five, passing patient care facilities and research buildings that are integral to the St. Jude mission of finding cures and saving children.

The 2009 St. Jude Memphis Marathon Weekend races – marathon, half marathon and the Memphis Grizzlies House 5K – will be held Saturday, December 5. Because of high participant demand in the previous year, the marathon committee has increased the weekend’s participants’ cap to 15,500 from the 14,000 race cap instituted in 2008. Registration for the marathon has increased to 3,500. The Memphis Grizzlies House 5K has increased its participant limit to 4,000 and the half marathon maintains its cap at 8,000.

Also, race registration has gone “green,” meaning all participants must register at www.stjudemarathon.org. Interested runners and walkers should take advantage of early bird prices that end August 31. The fee structure is:

Race	Current Fee	Fee beginning September 1
St. Jude Memphis Marathon	\$70	\$80
St. Jude Memphis Half Marathon	\$45	\$60
Memphis Grizzlies House 5K	\$25	\$30

On race day, there will be an additional competition fueled by the St. Jude Heroes Team Challenge. Runners and walkers participating in the St. Jude Memphis Marathon Weekend are encouraged to become St. Jude Heroes and raise funds in support of St. Jude. Not only will St. Jude Heroes receive fundraising tools such as a personalized Web page, but team members can also earn great

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incentives such as hotel accommodations, a VIP tour of St. Jude and an invitation to an exclusive St. Jude Heroes Pasta Party. Post-race awards will be given to top performing groups, including Top Fundraising Team and Fastest Team. To learn more about the St. Jude Heroes Team Challenge and to register for the St. Jude Heroes program, visit www.stjudemarathon.org/heroes.

The St. Jude Memphis Marathon Weekend is one of the few major marathons in the country to benefit a single charity. Last year, from event proceeds and funds raised from participating St. Jude Heroes, more than \$2.2 million was raised for St. Jude. The St. Jude Memphis Marathon Weekend, presented by Juice Plus+[®], is a collaborative effort between St. Jude and the Memphis Runners Track Club. To learn more, 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, please visit 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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