



Oakland Running Festival Organizers Announce 2012 Changes

Oakland, CA (January 12th, 2012)—Corrigan Sports Enterprise (CSE), the owners and operators of the Oakland Running Festival (ORF), announced today significant changes to the third annual event. ORF's start/finish line will be moved to beautiful Snow Park and the Festival's 5K race will take place on the same day as its other running events on Sunday, March 25th.

Lee Corrigan, President and CEO of CSE, said: "By moving our Start and Finish lines to Snow Park we will be able to continue to grow the event. Lake Merritt and Snow Park will serve as a spectacular backdrop and will leave a lasting memory for runners and fans. We anticipate huge crowds to gather around Lake Merritt, Oakland's crown jewel, and fans will help propel runners to our finish line."

A couple of other factors played into the decision. Based on the event's success to date, Frank Ogawa Plaza would not be able to accommodate the growing number of runners, fans and participants race organizers anticipate in future years. The event has experienced a 43% increase in runner registrations compared to this date last year.

Also the events surrounding the Occupy movement in 2011 motivated CSE to expedite the move to Snow Park and Lake Merritt. An extensive amount of planning with police, AC Transit, all city services, and local neighborhood associations and residents is involved in order to put on a successful event of this magnitude while simultaneously minimizing the traffic impact on the city and its residents.

"Our runners have given us a 97% approval rating in each of our first two years. In order for us to maintain this high standard, we decided to make these change now because it was in everyone's best interest," Corrigan added. "The outpouring of civic pride to date has blown us away and we plan on maintaining that tremendous relationship with the Oakland community."

"Other than the move to Snow Park, the course is basically the same as last year," stated Race Director Gene Brtalik. "Some additional minor changes were made to accommodate those trying to get around town on race day. We think people will love our new courses as we continue to showcase why Oakland was just picked as the number five city to visit according to the New York Times."

CSE also moved the event's 5K race to Sunday so all of ORF's five different distances (marathon, half-marathon, four-person team relay, 5K and Lucky Kids Fun Run) will take place on the same day. All races will conclude at the same finish line so the 5K runners will also experience the adrenaline rush of thousands of fans cheering for them. In each of ORF's previous years the 5K was held the evening before the marathon.

The unique festival format enables runners of all abilities and families to participate in what has quickly become one of Oakland's premiere events. The marathon and four-person team relay will start at 7:30 am; 5K 7:45 am; half-marathon 9 am; Lucky Kids Fun Run 9:15 am (kids ages seven and under) and 9:20 am (ages 8-12).

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