



NEWS FLASH

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Bart Yasso, Ultramarathoner and Chief Running Officer of *Runner's World* Has Been Selected Special Guest Athlete for the 2013 HMBIM.

The Half Moon Bay International Marathon (HMBIM) today announced that Bart Yasso, Chief Running Office of *Runner's World*, author of *My Life on the Run* and creator of the famed "Yasso 800s" workout has been selected as the special guest athlete for the 3rd Annual event to be held September 29, 2013.

Yasso a Running USA Hall of Champions inductee who has completed races on all seven continents from Boston and New York to Antarctica and Mount Kilimanjaro will join in the festivities in Half Moon Bay on September 29th.

Bart will be speaking at the packet pickup on Saturday, September 28, as well as hosting an informal pre-race run on the course. On Sunday, Yasso will be at the finish line to greet the runners and will present medals and awards at the Awards Ceremony.

"I'm honored and excited to be part of the third annual Half Moon Bay International Marathon! The course showcases the breathtaking beauty of the rugged California Coast" said Yasso. "This world-class event is truly 26.2 miles of Running Heaven".

In 1987, Yasso won the U.S. National Biathlon Long Course Championship and in 1998 he won the Smokey Mountain Marathon and he has been to virtually every race course in the country and has competed in hundreds of marathons over the last 30 years.

"We are thrilled that Bart Yasso will be part of our third annual marathon", said Eric Vaughan, HMBIM's Executive Director. "Yasso, known to many as the mayor of running, is truly a legendary figure in the running world. It is an honor having him be part of this event".

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Yasso has completed the Ironman five times and the Badwater (through Death Valley), a 146 – miles running race considered the toughest run in the US, and cycled solo and unsupported across the country twice, both times in just 20 days, averaging 155 miles a day. Bart has also coached thousands of marathon runners through the Runner's World Challenge, including celebrities, presidential candidates and Fortune 500 CEO's.

About the Half Moon Bay International Marathon:

Featuring "26.2 Miles of Running Heaven", the Half Moon Bay International Marathon (HMBIM) was founded in 2011 to showcase the unique beauty of the California coast along with some of the best weather a marathon athlete could ever hope for. The inaugural event in 2011 featured athletes from 25 states and 4 countries and sold out in two months despite very little promotion, and doubled in size in 2012 with athletes from 37 states and 6 countries. An official Boston Qualifier event sanctioned by the USA Track and Field organization, the HMBIM also focuses on creating an eco-friendly event to consider the precious coastal community and worked to attain official status with the Council for Responsible Sport, receiving the coveted Gold Certification from this organization in the Event's very first year. The HMBIM features a full and half marathon and a free 5k event, all on the same day.



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