



FOR IMMEDIATE RELEASE:

The Rock Tahoe Half Marathon Runs in to Tahoe South This Weekend!

(JUNE 15, 2015) – The inaugural Rock Tahoe Half Marathon will bring approximately 5,000 people including runners, friends, and family to Tahoe South this weekend as they Run, Rock, and Recover in this one of a kind event! On Saturday, June 20, 2,000 runners will take off along the 13.1-mile course from Spooner Summit and wind their way down Highway 50 along the stunning East Shore of Lake Tahoe to the finish line at the Hard Rock Hotel & Casino Lake Tahoe. The course will also take runners off the highway along the newly completed forest bike path from Round Hill Pines to Kahle Drive.

The race weekend will kick off on Friday, June 19 with a Pre-Race Expo inside the Graceland Ballroom at the Hard Rock Hotel & Casino Lake Tahoe from 2pm to 10pm. This expo is open to the public with booths from local area sponsors and vendors along with official Rock Tahoe merchandise and gear available for sale.

On Saturday, racers will head to the start at Spooner Summit bright and early via complimentary shuttles. There will be a live DJ and a warm-up lead by Kaia Fit to get everyone pumped and ready to run! The race will be in two waves with start times at 7am for walkers/joggers and 8am for runners. There will be nine aid stations along the course, hosted by local businesses, teams, and non-profits and will feature local organic bars from Tahoe Trail Bars and Nature's Bakery. There will also be live music along the course to help motivate and entertain runners. "We really try to highlight as many local businesses as possible with our event to showcase everything the Reno/Tahoe area has to offer," said Sean Sweeney, Director of All Things Rad. Other local vendors/sponsors include Tahoe Blue Vodka, Getaway Reno/Tahoe, BioSpirit, Lake Tahoe Yoga, CardinaleWay Toyota, Pilates Studio Lake Tahoe, Lucky Beaver Bar & Burger, Tahoe Center for Orthopedics, Carson Tahoe Health, Chase International Realty, Barton Health, and Pearl Izumi.

The public is invited to attend the finish line festivities and cheer on the runners as they cross the finish line. All finishers receive a tech-tee, medal, and free beer when they cross the finish line to celebrate their accomplishment. Awards will start at 11am and will be given to the overall male and female winners along with the top 1st-3rd spots in each age group for both men and women. The award ceremony will take place next to the massive guitar in front of Hard Rock Hotel & Casino Lake Tahoe.

Epic Tahoe Adventures

P.O. Box 10786 | Zephyr Cove, NV 89448
epictahoe.com | 530.208.3110 | info@epictahoe.com



This year, the registered participants are 75% women, with the highest number of participants between the ages of 35-45. Over 50% of the registered athletes are from the Reno/Tahoe area as well, with half of those being from the Tahoe South area. "We're stoked and humbled to have such an overwhelming response to this inaugural event. We cannot thank the South Shore community enough for their amazing support and involvement in making this event a reality," said Jason Collin, Chief Officer of Awesomeness.

One item in particular that the team is particularly excited about is the photography package. "Participants can link their bib number to their Facebook profile, and the race photos will automatically upload in to a customized photo album and be shared with all of their friends and family – sometimes before the race day is even over! With help from our friends at Tahoe South, we are also pleased to be able to offer racers all of their photos for free," said Jessica Schnoll, Queen of Everything Epic.

Finally, racers and their friends/family can spend the afternoon recovering by the pool with a massive Post-Race Pool Party from 10am to 2pm. There will be live music from Big Sticky Mess, a funk/rock trio from Davis, CA and The Killer Queens, the world's only all-female Queen tribute band, along with drink specials from Sierra Nevada Brewing Company. The pool party opens to the public and additional guests at 11:30am (tickets can be purchased at the door).

With only 15 spots left in the race, the event is expected to sell out soon. Last minute registrations can sign up online at www.epictahoe.com.

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