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EAST BEACH NORFOLK HALF MARATHON DASHES THROUGH OCEAN VIEW FEB. 3

New Children's One Mile Race through East Beach neighborhood added to race lineup

NORFOLK, Va. - (January 2007) - The East Beach Norfolk Half Marathon, 5K and *new* Children's One Mile race start and finish at East Beach and run along the edge of the Chesapeake Bay through Ocean View. The races will be held on **Saturday, Feb. 3, beginning at 8:00 am** from 4487 Pleasant Avenue, Norfolk.

Proceeds benefit LEE'S FRIENDS, a local nonprofit organization that supports cancer patients and their families. The race is directed and timed by KaleRunning.com, a race management company based in Hampton Roads. Registration is available online at www.kalerunning.com.

"We're thrilled to add a Children's One Mile race to the event this year," says Anne Hupp, president of KaleRunning.com. "This race is designed for the 12-and-under group, and the route stays on the pedestrian-friendly streets within the East Beach neighborhood."

The East Beach Norfolk Half Marathon, 5K and children's one mile race are expected to draw 1,000 local and regional athletes. Under a three year contract with the city of Norfolk, Kale Running anticipates the race will double in size annually to reach a goal of 5,000 participants by 2008. There are cash prizes for the top three overall male & female and master male & female categories.

KaleRunning.com provides race management and finish line services for national running, cycling and triathlon communities. KaleRunning.com is the only race management organization in Virginia with a ChampionChip timing system. For more information, visit kalerunning.com.

LEE'S FRIENDS offers personal assistance, emotional and practical support to cancer patients and their families. Additional information is available at leesfriends.org.

East Beach, named the 2006 Community of the Year by the Tidewater Builders Association, is situated on 100 acres along the Chesapeake Bay in Norfolk. Surrounded by water, the neighborhood is fashioned after classic Southeastern seaboard coastal villages. The master plan for this \$450 million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. Public space, walking paths and bay front greens enhance the vistas and create open spaces for the beachfront community. Boating, fishing and water sports of all types are steps away from the neighborhood. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. Visit eastbeachnorfolk.com for more information.

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