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Keebler Kids Marathon Mile Set For January 20, 2007
Fun Run Goes Through LEGOLAND® California

CARLSBAD, Calif. (December 19, 2006) – The Keebler® Kids Marathon Mile, a non-competitive run geared for children 12 and under, is set for Saturday, January 20, 2007. The one-mile course will loop through LEGOLAND® California in Carlsbad. Event-day registration starts at 7:00 am and the mile races start at 8:00 am.

“Although the run is geared for the younger set, everybody is invited to participate including moms, dads and siblings,” said Lynn Flanagan, race director and president of In Motion, Inc., the event organizer. “It’s a fun, healthy activity that a family can do together.”

The Keebler Kids Marathon Mile is part of the Carlsbad Marathon weekend, which includes the Carlsbad Marathon and Half Marathon, scheduled for Sunday, January 21, 2007.

The event will also feature a diaper dash for babies who still travel on all fours and a free family expo with entertainment and fun activities.

Every registered child who participates in the mile run is considered a winner and will receive a gold medal. In addition, entrants will receive a tee-shirt, a coupon for one free child’s admission to LEGOLAND California (good on Saturday, 1/20/07 or Sunday, 1/21/07), one free Ultra Star Cinemas® child admission movie ticket with a popcorn and a goodie bag full of Keebler® treats and coupons.

In addition to being a fun family event, the Keebler Kids Marathon Mile raises funds for area schools through the “Run for Your School Program.” If there are at least 10 entries from a particular school, the entrants from that school automatically become members of a school team and the school will receive \$2.00 for each paid entry.

The registration fee for the Keebler Kids Marathon Mile is \$15 per entry. For more information or to register for the Keebler Kids Marathon Mile, the Carlsbad Marathon or the Carlsbad Half Marathon, visit www.carlsbadmarathon.com or call (760) 692-2900.

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