

Avengers Super Heroes Half Marathon Weekend to Swoop into Disneyland Resort in California this Fall

Three-day race weekend is runDisney's first Super Hero collaboration; Event to include kids races, 5K and half marathon; Registration opens late March

ANAHEIM, CA (February 25, 2014) – runDisney is expanding its portfolio of race weekends, adding a new Avengers Super Heroes Half Marathon Weekend at Disneyland Resort in Anaheim, CA to debut November 14-16, 2014.

The new three-day race weekend will involve kids races, a 5K and a half marathon, plus several family-friendly events such as a Health & Fitness Expo and a pre-race Pasta in the Park Party. Registration opens March 25 at www.runDisney.com.

With Super Hero-themed entertainment and characters, the Avengers Super Heroes Half Marathon Weekend will be a unique runDisney experience.

"We couldn't be more excited about this Super Hero collaboration to create this new runDisney race weekend for runners everywhere," said Tom Wolber, senior vice president of Disney Sports Enterprises and Downtown Disney. "Our runDisney events continue to be hugely popular and by joining forces with the Avengers brand, we expect this race will appeal to an even broader range of runners in Southern California whom we hope will see this event as the perfect opportunity to unleash their inner Super Hero in a race to a personal triumph."

"runDisney races are a natural fit because our comic book Super Heroes embody many of the same brand attributes as runDisney, such as heroism and intensity with a heavy dose of fun," said Dan Buckley, president of TV, Publishing and Brand Management for Marvel Entertainment. "This race weekend will have a very distinct atmosphere that will appeal to comic book fans and runDisney fans."

The Avengers event is expected to be in high demand much like other runDisney race weekends, which have sold out in record time in recent years. Overall, runDisney race weekends attracted more than 163,900 runners last year – a 40 percent increase over the previous year, making the runDisney series one of the largest in the nation.

The Avengers Half Marathon Weekend will be the eighth runDisney event and third at Disneyland Resort, joining the Tinker Bell Half Marathon Weekend (May 7-10, 2015) and the Disneyland Half Marathon Weekend (Aug. 28-31, 2014) at Disneyland Resort.

But the Avengers Half Marathon course will be a new 13.1-mile route through the Disneyland Resort and surrounding areas that will differ from the Tinker Bell and Disneyland half marathon courses. Runners who successfully brave the new Avengers Half Marathon course will receive a commemorative Avengers-themed finishers' medal.

About runDisney

runDisney, one of the largest race organizers in the nation, hosts a series of eight event weekends providing runners unique opportunities to run various distances through Disney theme parks. Race participants earn Disney-themed medals, experience legendary Disney entertainment and guest service and ultimately celebrate their

accomplishments with a Disney vacation. The original event in the series, the Walt Disney World Marathon Weekend, takes place in January followed by the Disney Princess Half Marathon Weekend presented by Children's Miracle Network Hospitals in February, Expedition Everest Challenge in May, the Twilight Zone Tower of Terror 10-Miler in October and the Disney Wine & Dine Half Marathon Weekend in November. Disneyland hosts the Tinker Bell Half Marathon Weekend in May, the Disneyland Half Marathon during Labor Day Weekend and the Avengers Super Heroes Half Marathon Weekend in Nov. More than 163,900 running enthusiasts participate in *runDisney* events each year. For more information, visit www.runDisney.com and follow us on **Facebook** (*runDisney*) and **Twitter** *@runDisney*.

About Marvel Entertainment, LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit www.marvel.com.

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