



Contact:  
Steve@outfrontendurance.com  
510-205-5905

## **Island racing returns with multiple events scheduled for 2023**

*“Splash and Dash”—a new spring event—added to this year’s event line-up*

**Alameda, Calif. – (April 1, 2023)** Registration is open and we’re excited to promote the beauty of Alameda through five unique endurance events in 2023. In addition to our signature events like the Parade 5K that kicks off the historic Alameda 4<sup>th</sup> of July Parade and Bank of Marin’s Island Running Festival in September, we will have two additional road races that anchor the season and an exciting new event this spring.

“Endurance enthusiasts from Alameda and all over the Bay have waited patiently for events to come back, and we are thrilled to be able to support local beneficiaries and showcase the Island,” said Steve Ashbaker, Outfront Endurance owner and race director. “As a lifelong Alameda resident and avid runner, I am honored take part in bringing these great events to our community and showcasing the beautiful trails and venues the Island has to offer.”

Our racing season starts with Hospital Foundation Spring 5K & 10K races—a fundraiser for Alameda Hospital Foundation. The April 23<sup>rd</sup> event will feature a 10K and 5K loop along the Bay Farm trails and conclude with a ½ mile Kids Fun Run. We will utilize the Harbor Bay Ferry Terminal, where there is plenty of parking and views of the SF skyline.

While Alameda is known for parks and running trails, the shoreline provides a perfect location for swimmers and paddle boarders alike and a great backdrop for our May 13 Swim & Run Aquathlon and Stand Up Paddle (SUP) races—new events for 2023. The Swim & Run Aquathlon is a 750 yard swim in the protected bay at Crown Beach followed, by a 5K run along the shoreline trail. At the conclusion, participants can stick around to watch the one-mile and three-mile SUP races. The entire event will end with an expo featuring a pancake breakfast, music, and an award ceremony. A portion of the proceeds will benefit the Alameda Food Bank.

For over 20 years the historic 4<sup>th</sup> of July Parade has kicked off with the point-to-point 5K run. Runners will follow the completely closed parade route, starting outside Lauren’s Closet on Park Street and ending on Haight and Webster. Starting in 2022, we created a finish line experience with music, food and beer where



participants can stick around and watch the parade as it passes along Webster Street. The Parade 5K benefits Midway Shelter of Alameda.

Following the Parade event, we will be partnering with seasoned event producer Lena Zentgraf Jones to bring back the Alameda 10 miler Saturday August 26<sup>th</sup>. this will be the third year for the 10 mile, run and it will take place in and around Alameda point celebrating the amazing views and awesome breweries. Find more and Join in: <https://runsignup.com/Race/CA/Alameda/Alameda10Miler>

Bank of Marin's Island Running Festival—our marquee event held on Sunday, September 24—features four events, and a health and wellness expo presented by Alameda Health Systems. This running festival welcomes people of all running and fitness levels, and includes a one-mile family fun run, 5K race presented by Penumbra, 10K, and Half Marathon. All races start and end on the historic Alameda Point, home of the Alameda Naval Air Station until its closure in 1997. Registration available online or during the event expo on Saturday, September 23, at 950 W. Mall Square. A portion of proceeds will benefit Meals on Wheels of Alameda and Alameda Education Foundation.

“Bank of Marin's Island Running Festival is a celebration of community,” said Tim Myers, President & CEO, Bank of Marin. “After a three-year hiatus due to the pandemic, we're back and excited to host this marquee event which highlights the vibrancy, uniqueness, and beauty of Alameda Island.”

Our island race series wraps up December 2 with a 5K event on Harbor Bay to benefit Midway Shelter of Alameda. The Midway Winter 5K will utilize the same location and bay trails as the April event. This course is flat, highlights beautiful San Francisco and Bay views, and will include the same expo vibe as our other events with beer, food, and music.

“I'm very excited that this series of run/walk events is returning to Alameda, starting later this month with a 5k, 10k, and 1/2 mile kids fun run. There's something for everyone,” said Alameda Mayor Marilyn Ezzy Ashcraft. “Our island is a perfect place to walk or run because it offers scenic and fast courses. We look forward to hosting residents and visitors once again, so lace up your shoes and head to Alameda!

To learn more about these events and register visit [www.outfrontendurance.com/events](http://www.outfrontendurance.com/events). Each race page will provide an overview, course maps and beneficiary information.

A special thanks to our amazing sponsors: Bank of Marin, Alameda Health System, Penumbra, Greer Family Mortuary, Edward Jones Financial, Burneikis Law, Rise Bodyworks, Alameda Power, and the City of Alameda. In-kind donations provided by Alameda Island Brewery, Chrystal Geyser, Donut Petit and SpeedPro Printing. There are sponsorship



opportunities available. For more information on how to get involved, visit the sponsor page at <https://outfrontendurance.com/sponsors>.

Outfront Endurance is a local event management company that is focused on promoting health and wellness at all levels, encouraging community involvement, and giving back through partnerships with local charities. We look forward to seeing you on the trails.

Come Run the Island!