



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

## Island Event Schedule Announced with Expanded Running Festival for 2024

*“Alameda 10 miler and Running Festival align to create a weekend of events”*

**Alameda, Calif. – (February 5<sup>th</sup>, 2024)** Registration is open and we are excited to promote the beauty of Alameda through four unique endurance events in 2024. 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, we will have our 5k and 10k road races that anchor the season on Harbor Bay and a twist to our traditional September event that will provide a unique running experience for all levels.

“We were finally able to bring a full year of racing back to Alameda in 2023, and this year we have four events that showcase the diversity of the Island” said Steve Ashbaker, Outfront Endurance owner and race director. “Alameda is such a beautiful place to run, and I am honored take part in bringing these great events to our community and showcasing all of the trails, views 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 21st 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.

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.

Bank of Marin’s Island Running Festival - Our marquee event has traditionally been held in September, but this year we have partnered with the Alameda 10 Miler and Movers Collective to bring a full weekend of racing, walking, and celebrating the joy of movement! - The three-day event will take place August 16<sup>th</sup> – 18<sup>th</sup> and kick off with Mile time trials under the sunset on Friday evening. Saturday will feature the Alameda 10 Miler and family 1 mile “fun” run. Sunday brings back our traditional 5k, 10k and Half Marathon with a new course that



will take runners on a journey through Alameda, old and new. All our events are anchored by a Health and Wellness expo presented by Alameda Health Systems. The Running Festival will start and end on the historic Alameda Point, home of the Alameda Naval Air Station until its closure in 1997 and welcomes people of all running and fitness levels. A portion of the proceeds of this event will benefit Alameda Education Foundation.

Our island race series wraps up December 7th with our Winter Run that benefits Midway Shelter of Alameda. The Midway Winter event will utilize the same location and bay trails as the April event and have the 10k, 5k and ½ mile kids run. 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.

We are proud to have each of our Outfront Endurance events connected to a local beneficiary. In 2023 we collectively donated over \$31,000 to Alameda non-profits.

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, Mission HQ, Crunch Fitness, US Coast Guard, Kelly Lux – State Farm, Alameda Power, and the City of Alameda. In-kind donations provided by Alameda Island Brewery, Faction Brewing, Donut Petit, Speed Pro Printing, Celcius Energy and Crystal Geyser. There are sponsorship opportunities available. For more information on how to get involved, visit the sponsor page at <https://outfrontendurance.com/partners>

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! ***RUN THE ISLAND***