



## PRESS RELEASE

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### **THE CULT TO HEADLINE ROCK 'N' ROLL SAN ANTONIO POST-RACE CONCERT**

*On pace to sellout, inaugural Rock 'n' Roll event makes running history*

San Antonio, TX (October 2, 2008) – The British rock group The Cult will headline the inaugural Rock 'n' Roll San Antonio Marathon post-race concert on Sunday, November 16, 2008. With almost 26,000 registered participants, the Rock 'n' Roll San Antonio has officially become the largest marathon and 1/2 marathon in Texas history. The inaugural race will be capped at 30,000 participants and prospective runners are encouraged to register now before the race likely reaches its capacity in the next few weeks.

"We are thrilled at the response for the inaugural Rock 'n' Roll San Antonio," said Lucy Diaz, event manager. "When we started planning this event, we estimated a field of 15,000 runners and walkers, and now, a year later, we have capped the event at 30,000 participants. This demonstrates San Antonio's appeal as a running destination as well as the reputation of the Rock 'n' Roll Marathon series."

All Rock 'n' Roll San Antonio participants and volunteers receive free entry into the Alamodome for the concert. Doors open at 6:30 pm, with an awards ceremony at 7:00 pm. The music begins with an opening performance by Austin-based Vallejo at 7:45 pm. The Cult is scheduled to take the stage at 8:30 pm (concert times are subject to change).

Throughout the 80s and into the 90s The Cult was a consummate international rock band. The group gained a loyal following in England with mid-'80s singles like "She Sells Sanctuary" before breaking into the American music scene with hits "Love Removal Machine" and "Sonic Temple," which reached the top ten on the Billboard charts in 1989. With a career spanning over 20 years, the band has performed before millions of fans with over 10 million albums sold. Last year the band released the album *Born into This*, and returned to perform a series of worldwide tours. For more information on The Cult visit [www.thecult.us](http://www.thecult.us).

Additional concert tickets can be purchased for \$25 online at the Rock 'n' Roll San Antonio website [www.rnrna.com](http://www.rnrna.com) or at the Health & Fitness Expo on November 14 and 15 for \$30, as well as at the Alamodome box office.

The inaugural race will feature ideal running weather, as well as live bands and local high school cheer squads providing encouragement along the route. The race course begins in scenic Lions Park and proceeds downtown, passing the legendary Alamo before heading into the Southtown Arts District. The marathon course continues past the historic missions, through the wooded Mission Trails National Park, which runs along side the picturesque San Antonio River. The final straightaway and finish line are located at the foot of the Alamodome, site of the post race fiesta.

For more information about the inaugural Rock 'n' Roll San Antonio or to register for the race please visit [www.rnrna.com](http://www.rnrna.com) or call (800) 311-1255.

### **About The Rock 'n' Roll San Antonio**

The Rock 'n' Roll San Antonio Marathon and 1/2 Marathon celebrates its inaugural event on Sun., Nov. 16, 2008. Open to runners and walkers from novice to professional, more than 50 live bands will entertain participants along the scenic course that winds through San Antonio's most historic neighborhoods. Adding to the excitement, hundreds of local high school cheerleaders will be competing in the "Spirit on Course" competition by motivating athletes all the way to the finish line. Festivities begin with a two-day Health & Fitness Expo at the Alamodome on Fri., Nov. 14 and Sat., Nov. 15. The Health & Fitness Expo is open to the public and will feature over 80 exhibitors with the latest in endurance sports gear and nutrition products.

In addition to the Rock 'n' Roll San Antonio Marathon & 1/2 Marathon, the Competitor Group manages a total of eight marathons and half marathons including the original Rock 'n' Roll Marathon in San Diego, the Country Music Marathon and 1/2 Marathon in Nashville, Tenn., the P.F. Chang's Rock 'n' Roll Arizona Marathon & 1/2 Marathon, Rock 'n' Roll Seattle Marathon & 1/2 Marathon, the Rock 'n' Roll Half Marathons in Virginia Beach and San Jose, Calif., as well as the ING Philadelphia Distance Run. Each event features live music and cheerleaders along every mile on the course. Events attract between 13,000 and 35,000 participants.

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