



What Shamrock Sportsfest, now in its 38th year is a weekend of festive activities. These include; a two day Sports and Fitness Expo, a Marathon (26.2 miles), a Half Marathon (13.1), an 8K, a One Mile Run, and a Children's Marathon (26.2 yards). All of our races have attracted elite runners from all over the globe and the 8K has been the site of two World Records.

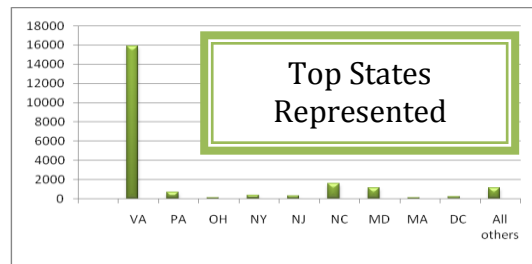
When **Friday, March 19th 2010** - Sports and Fitness Expo
Saturday, March 20th 2010 — Sports and Fitness Expo, 8K and Children's Races
Sunday, March 21st 2010 — Marathon and Half Marathon

Where All the events start and finish on the beautiful Virginia Beach Boardwalk. The marathon and half marathon run through the resort area and along the Virginia Beach boardwalk and pass the historic Cape Henry Lighthouse. All races finish with an old fashion beach party with food and entertainment on the sandy shores of the Atlantic Ocean.

Expected Participants Approximately 24,000

Expected Spectators Approximately 60,000

States Represented In 2009 we had all 50 states present



Demographics of Participants

Average Age 38 years old

Gender Male — 49.4% Female 50.6%

Education Level 41% of participants have a Graduate degree, 83% have at least a 4 Year College Degree

Average Income \$100,000 - \$149,000

Total direct spending 7.6 million

Supported Charities Proceeds from the race go to the following charities; Operation Smile, Mitochondrial Disease Foundation, Team Groove, Hope for Warriors, Leukemia and Lymphoma Society, Fort Story MWR, Virginia Beach EMS, and the local chapters of the Boy Scouts and Girl Scouts.

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