



Celebrating 99 years
May 16, 2010
San Francisco

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**99th ANNUAL ING BAY TO BREAKERS 12K
RACE WEEKEND MEDIA GUIDELINES
Sunday, May 16, 2010**

Thank you for your interest and participation in the 99th annual ING Bay to Breakers 12K, one of the world's largest and oldest footraces, held annually in San Francisco, Calif. In order to help our media guests obtain optimal material for coverage while ensuring the safety of participants and spectators, below are media guidelines for race day. Please review the below, and we look forward to seeing you at this year's race.

MEDIA CREDENTIALS

Official 2010 ING Bay to Breakers 12K media credentials are now available upon request. For information on how to apply for a media credential, please see the [Media Credential Registration Form](#).

- Media credential requests are due by **Friday, May 7, 2010**. Submission and pick up details can be found in the Media Credential Registration Form.
- **No media credentials will be issued the day of the race.**
- All credentials are issued in compliance with ING Bay to Breakers 12K media guidelines. We ask that these guidelines be followed at all times to ensure maximum safety conditions for our race participants and spectators and in order to provide the media with appropriate access to the race. Your acceptance of press credentials acknowledges your compliance with the media guidelines for the 99th annual ING Bay to Breakers 12K. We reserve the right to revoke press credentials at any time during the race.
- All media will need to wear their official 2010 ING Bay to Breakers 12K press credentials on race day.

PRE-RACE PRESS CONFERENCE + ING GREATER BODY EXPO

To kick-off the race and announce elite runners, the 99th annual ING Bay to Breakers 12K will host a pre-race press conference on May 14, 2010 at the Hyatt Regency in San Francisco.

The [ING Greater Body Expo](#) is a two-day health and fitness expo held on Friday, May 14 and Saturday, May 15, at the East Concourse of the S.F. Design Center, located at 620 7th Street in San Francisco. Expo hours are from 11:00 am to 7:00 pm on Friday, May 14th and from 9:00 am to 7:00 pm on Saturday, May 15th. The expo is free and open to the public. Please check in at the Press Table for a media escort.

Specifics on the pre-race press conference will be announced soon and details on the ING Greater Body Expo are included in our press release. To schedule a media interview or if you have any questions, please contact Christy Seto at christy@singersf.com.

RACE DAY

Due to the high volume of runners and spectators at the Start Line, Finish Line and all along the route, traffic delays should be expected. We recommend that as you plan your coverage for the race, you determine whether you will be covering the Start Line or the Finish Line. It is not possible to get from the start to the finish before the first runners cross the line — even by car. If you have a team available, the best coverage can be obtained by having an individual at the Start Line, another along the route, and a third at the Finish Line.

On race day, our PR team will be available to answer any last-minute questions at the Start Line, the Finish Line and in the Press Tent at the Finish Line.

The Course Map/Description is provided at www.ingbaytobreakers.com under “EVENT INFO”.

When scouting locations along the route for photos and interviews, please remember that all streets and intersections that cross the course will be closed during race day. Consult the Course Map and a street map of San Francisco to determine alternate routes. Both Embarcadero and 19th Avenue will remain open to traffic at all times.

START LINE

The Start Line can be accessed from Beale Street and Mission Street. Official media credentials are required for a position at the front of the line. Race officials will clear this area promptly at 7:45 a.m. You will be directed to a ‘safe’ area out of the course’s path at this time.

FINISH LINE

The Press Tent is located on the ocean side of the Great Highway, beyond the Finish Line. The top three placing athletes will be available for interviews.

POST-RACE ACTIVITIES

The post-race award ceremony to announce race winners will be hosted in the VIP Tent at 10 a.m. on May 16th. Many of the top finishers will be available for interviews at the Press Tent at the Finish Line. Once certified, a list of top finishers and their official times will be handed out in the Press Tent. Media credentials are required for admittance to this area.

AWARDS CEREMONY

Trophies for race winners will be awarded at 9:00 a.m. at the Finish Line.

Official results will be distributed and posted at the Press Tent. The *Examiner* will publish the names of the first 10,000 finishers of the race in a special souvenir edition of the paper on Monday, May 17. All results will be available on the Web at www.ingbaytobreakers.com on May 17.

RECOMMENDED VANTAGE POINTS ALONG THE COURSE

*** Start Line Area (Beale & Howard Streets)**

Before the start of the race, the elite athletes, the 'Human Wall' and the rest of the pack are in clear view. This is a good location to check out how elite runners prepare for the race.

*** The Crest of the Hayes Street Hill at Alamo Square (Pierce & Hayes Streets)**

Runners climbing Hayes Street with the backdrop of the city's "Painted Ladies" are an ideal photo opportunity on this leg of the race.

*** The Water Stops**

Water stops will be set up at the two-mile mark at Polk Street and Hayes Street; at the Panhandle on Fell before Masonic; on JFK at Stow Lake Drive, and at the Finish line at the Great Highway.

*** The ING Bay to Breakers Costume Contest presented by YELP is located at the Conservatory of Flowers, Golden Gate Park**

Runners decked out in outrageous costumes flaunt their creativity to the judges for the title of best costume and prizes from our partners at YELP. Judging is from 8:30 a.m. to 11:00a.m. at the Conservatory of Flowers, Golden Gate Park.

*** The Press Area at the Finish Line**

The Press Area at the Finish Line is located near the VIP tent. The top three placing athletes will be available for interviews.

*** ING Footstock Post-Race Festival**

ING Footstock will take place along Martin Luther King Jr. Drive in Golden Gate Park following the race. Note that this is a new location from prior years. ING Footstock will feature music by local disc jockeys, an international food marketplace, beer and wine gardens, and activities for family members of all ages. Participants can also pick-up their race t-shirts. MUNI shuttles will be departing from Footstock to take participants back downtown.

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