



Celebrating 99 years
May 16, 2010
San Francisco

Media Contact:

Sam Singer
Singer Associates
(415) 227-9700
singer@singersf.com

99th Annual ING Bay to Breakers Race Set for May 16, 2010 in San Francisco
Come Ready to Run, Walk and Participate in the
Most Unique Footrace in the World: The ING Bay to Breakers

SAN FRANCISCO (Dec. 9, 2009) – Professional runners, athletes, walkers, crawlers, centipedes, running enthusiasts in costumes will gather in San Francisco on May 16, 2010 for the 99th running of the most unique 12K footrace in the world, the ING Bay to Breakers.

“The ING Bay to Breakers 12K is more than a race – it’s a phenomenon that unites best-in-class athletes, spirited participants and jubilant spectators in a fun public celebration,” said Angela Fang, general manager of the race. “With our centennial anniversary on the horizon, we look forward to another fantastic year for runners in a race as unique as San Francisco itself.”

In keeping with the tight economic times of the nation, the ING Bay to Breakers is pleased to offer the same registration fee structure for the third year in a row. Group rates are also available. Please visit www.ingbaytobreakers.com for details.

It is essential that all racers, participants, and floats register for the race. The fees help cover the costs of police, emergency services, portable restrooms, recycling, and funds to support local high school athletic programs. Registered participants receive their official time, a commemorative 99th anniversary T-shirt and official race participation certificates.

ING Bay to Breakers is a USA Track and Field certified 12K (7.46 miles). Starting at the base of the San Francisco Bay, the course rises steeply along the City’s famous Hayes Street Hill. Around the 2.5-mile mark runners climb an 11.15 percent grade between Fillmore and Steiner streets, bringing them to the highest point in the race, approximately 215 feet above sea level. The remainder of the course gradually flows alongside the Panhandle and through Golden Gate Park and ends at the Pacific Ocean.

Last year’s winner of the race was first-time participant Sammy Kitwara of Kenya. He made race history amid more than 62,000 participants, world-class athletes, weekend runners and enthusiasts of all ages.

Finishing in 33:31, Kitwara beat Ismael Kirui's 1993 time by 11 seconds. Kitwara's performance earned the \$25,000 Battle to the Breakers prize, the \$7,000 First Place prize, the \$5,000 ING Hayes Street Summit prize as the first male to reach the highest elevation point, and a \$3,000 bonus for breaking the course record, for a total prize purse of \$40,000.

Registration information:

- **Early Registration (Jan. 16 – March 31):** The early registration fee is \$44 for adults and \$39 for children under 18 years. Early registrants have the option of picking up their packets at the ING Greater Body Expo (May 14 – 15) or having their race packet mailed to them for an additional fee of \$9.99.
- **Standard Registration (April 1 – May 14):** The standard registration fee is \$48 for adults and \$44 for children. Standard registrants must pick up their race packet at the ING Greater Body Expo. Online registration will be available until May 12.
- **Expo Late Registration (May 14-15)** Late registration is available at the ING Greater Body Expo. The late registration fee is \$55 for adults and \$50 for children. There is no registration or packet pick up on the day of the race.

Underscoring the race's heritage, organizers last year implemented a series of enhancements to ease congestion at the start line. Runners were allowed to select a starting corral based on their estimated finishing time, this proved to be an overwhelming success and will be utilized again at this year's race. Runners who wish to apply for a seeded position may still do so by following the instructions on the Web site. The deadline for seeded applications is April 15; space is limited and is awarded on a first-come, first-served basis.

A Race for Good

ING Bay to Breakers 12K is proud to support numerous beneficiaries in the Bay Area, including the ING Run for Something Better a national campaign that funds free, school-based running programs and introduces kids to the benefits of physical fitness and healthy lifestyle choices; Breathe California, which works to reduce the impact of lung disease through prevention, education, advocacy and patient services; and other local organizations. Additionally, race registration fees help support local San Francisco high school sports.

About ING Bay to Breakers 12K

Celebrating its 99th year, the ING Bay to Breakers 12K is one of the world's largest and oldest footraces, held annually in San Francisco, Calif. The name reflects the traditional course which takes tens of thousands of participants from the northeast end of the downtown area near The Embarcadero (the "bay" side of the city) to the west end of the city and the "breakers" of Ocean Beach. The 7.46 mile (12 kilometer) race features world-class athletes in addition to costumed runners and 'fun-loving' folks out for a great day of running and walking through San Francisco. For more information, visit www.ingbaytobreakers.com.

About ING

ING is a global financial institution of Dutch origin offering banking, investments, life insurance and retirement services to over 85 million residential, corporate and institutional clients in more than 40 countries. With a diverse workforce of about 110,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand. In the U.S., the ING family of companies offers a comprehensive array of financial services to retail and institutional clients, which includes life insurance, retirement plans, mutual funds, managed accounts, alternative investments, direct banking, institutional investment management, 3 annuities, employee benefits, financial planning, and reinsurance. ING holds top-tier rankings in key U.S. markets and serves over 14 million customers across the nation. For more information, visit www.ing.com.

ING Bay to Breakers 12K 2010 Sponsors

ING Bay to Breakers 12K 2010 sponsors to date include title sponsor ING; Hyatt Regency of San Francisco, Crystal Geyser, STAR 101.3, 103.7 The Band and The San Francisco Examiner.