

CARLSBAD 5000

— WORLD'S FASTEST 5K —

PRESS RELEASE

New Ownership Announced for Carlsbad 5000

- *U.S. running legend Meb Keflezighi headlines new ownership team operating iconic road race*
- *The World's Fastest 5K will take place on the coastal streets of Carlsbad, California on April 7, 2019*

CARLSBAD, Calif. (December 4, 2018) — San Diego-based **Groundwork Endurance, LLC** announced this week that it has acquired the iconic **Carlsbad 5000** road race from **IRONMAN**, a **Wanda Sports Holdings** company. Under the leadership of local runners, including U.S Olympian **Meb Keflezighi**, Groundwork Endurance will welcome participants from around the world to Carlsbad, California April 6-7, 2019 for the 34th annual Carlsbad 5000.

“I am delighted to join the local ownership team in building upon the legacy of the Carlsbad 5000. There is no better place than the San Diego coast to celebrate the sport that has meant so much to me,” said Meb, the only runner in history to win the NYC Marathon, Boston Marathon and an Olympic Marathon medal. “I raced the Carlsbad 5000 twice during my professional career and both experiences were unforgettable. Having the opportunity to now help shape the direction of this amazing event for future generations is truly an honor. My wife and I are excited to watch as our three daughters run in their first Junior Carlsbad and we can’t wait to get more kids throughout the area to join in on the fun.”

Known as the “World’s Fastest 5k”, the annual road race attracts amateur, competitive, and professional runners from around the world. Since the inaugural edition in 1986, the Carlsbad 5000 has seen 16 World records and eight U.S. records, as well as numerous national and age group marks. The event is the home of the current female and male World 5K road records: 14:46, **Meseret Defar** (ETH), 2006 and 13:00, **Sammy Kipketer** (KEN), 2000.

“First and foremost, we want to thank the incredible running community that has made this race so special for more than 30 years,” said **Ashley Gibson**, the founder of Groundwork Endurance who spearheaded the effort to return race ownership to its local roots. “The Carlsbad 5000 is not only a showcase of world-class talent but a celebration of family, friends, and community. Our team has a great appreciation for the unrivaled history of this race and we are committed to producing a fantastic event in 2019. April can’t get here soon enough!”

Race weekend promises a fast oceanfront course, healthy competition, and energetic atmosphere for participants of all ages and paces. The event features multiple age-group races throughout the morning leading up to the legendary pro women's and men's races. The “Party by the Sea” gets started as soon as the

first runners cross the finish line with participants 21 and older celebrating in the Pizza Port beer garden with two complimentary craft brews and runners of all ages rocking out to live music on the streets of the Carlsbad Village.

The popular Junior Carlsbad, which celebrates its 30th anniversary in 2019, also features multiple races designed for children ages 12 and under. Kids distances range from a one-miler to the always entertaining 50-yard Toddler Trot and 25-yard Diaper Dash.

“The Carlsbad 5000 is truly one of the world’s great events and holds a special place in the hearts of the runners and longtime event staff alike,” said **Dan Cruz**, the race’s longtime Head of Communications. “Few events can match the Carlsbad 5000’s tradition, spectator friendly course, electric race day atmosphere and I couldn’t be more pleased to continue working with the new ownership team on this race. We look forward to continuing the legacy of the Carlsbad 5000.”

Registration for all events will open in December 2018. For more information, and to sign up to be notified when registration opens, please visit Carlsbad5000.com.

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