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EAST BEACH NORFOLK HALF MARATHON HITS THE ROAD THIS SATURDAY

NORFOLK, Va. - (February 2006) - The East Beach Norfolk Half Marathon and 5K start and finish at the new waterfront community of East Beach, and run along the edge of the Chesapeake Bay. The races will be held on **Saturday, Feb. 4, beginning at 8:00am** from the East Beach Bay Front Club in Norfolk.

Proceeds from the race benefit LEE'S FRIENDS, a local charity that helps families of cancer patients. The race is being directed and timed by KaleRunning.com, a local race management and timing based in Hampton Roads. Registration is available online at www.kalerunning.com.

The East Beach Norfolk Half Marathon and 5K expect to draw 1000 local and regional athletes. Under a three year contract with the city of Norfolk, KaleRunning.com anticipates the race will double in size annually to reach a goal of 5000 participants by the year 2008. There are cash prizes for the top three over all male & female and master male & female categories.

KaleRunning.com provides race management and finish line services to the Hampton Roads area, including southeastern Virginia, southeastern Maryland and northeastern North Carolina, running, cycling and triathlon communities. KaleRunning.com is the only race management organization in Virginia with a ChampionChip timing system. For more information, visit www.kalerunning.com.

LEE'S FRIENDS is a support program for cancer patients and their families located in South Hampton Roads Virginia. LEE'S FRIENDS offers personal assistance, emotional and practical support to cancer patients and their families. Additional information is available at www.leesfriends.org.

East Beach, Virginia's new waterfront village, is situated on 100-acres along the Chesapeake Bay in Norfolk. Surrounded by water, the neighborhood is fashioned after classic Southeastern seaboard coastal villages. The master plan for this \$400 million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. Public space, walking paths and bay front greens enhance the vistas and create open spaces for the beachfront community. Boating, fishing and water sports of all types are steps away from the neighborhood. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. For information, visit www.eastbeachnorfolk.com or call 757-333-6650.

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