

Media Contact:
Meredith McCormack
(727) 464-7200 or 800-822-6461

REGISTER FOR COASTAL LIVING'S RACE FOR THE COAST 2000
IN FORT DE SOTO AT FLORIDA'S BEACH

Race Proceeds to Benefit the Clean Beaches Council

(August 7, 2000) -- *Coastal Living*, with the assistance of the St. Petersburg/Clearwater Area Convention and Visitors Bureau's Sports Department, has announced plans for **Race for the Coast 2000**. The race will be held October 14, 2000 at Fort De Soto Park in the St. Petersburg/Clearwater Area. Proceeds from the race will benefit the Clean Beaches Council, a non-profit organization that promotes public awareness and participation in beach sustainability.

Race for the Coast 2000 is a 10K (6.2 mile) run along the scenic white-sand beaches of Fort De Soto, one of the eight Blue Wave Beaches in the St. Petersburg/Clearwater area and rated the #7 best beach in the United States in Dr. Stephen Leatherman's 1999 and 2000 surveys. The route guides runners over the top of Fort De Soto, a Spanish-American war era fort, and onto the hard-packed sand portion of the beach with Tampa Bay and the Gulf of Mexico on one side and the green grasslands and forests of the park on the other.

With 14 age divisions for males and females ranging from age 11 to over 75, the race encourages everyone to participate. "Runners should bring their families and make a weekend of it," said Jack Thomasson, *Coastal Living* Associate Publisher/Marketing Director. "Race for the Coast 2000 is a chance for beach enthusiasts to enjoy the coast while also supporting it since proceeds from the race benefit the Clean Beaches Council."

Race registration will begin at 6:30 a.m. on October 14, with the race starting at 8 a.m. The entry fee (non-refundable) for the race is \$15 through October 7; \$17 through October 13; and \$20 on the day of the race. All participants will receive a complimentary goodie bag and official race T-shirt, and the first 250 entries will also get a free *Coastal Living* cap. There will be awards for race winners, including a trip for two to an exciting coastal destination. Plus, all race participants will be eligible for other great prizes. Participants can register online by logging onto trackshack.com.

(more)

RACE FOR THE COAST – 2 –

The Clean Beaches Council sponsors the Blue Wave Campaign, a national voluntary program promoting public awareness and participation in beach sustainability. The campaign is patterned after well-established European initiatives to publicly identify clean and safe beaches. Through the Blue Wave program, the Clean Beaches Council aims to inform the public of the nation's cleanest, safest and most environmentally well managed beaches. Beaches at Caladesi Island, Fort De Soto Park, Honeymoon Island, Sand Key, Clearwater Beach, St. Pete Beach, Treasure Island and Fred Howard Park received the Blue Wave Award distinguishing the St. Petersburg/Clearwater Area as the travel destination with the most Blue Wave Beaches in the United States.

“The St. Petersburg/Clearwater Area is an excellent location for the Race for the Coast 2000 event,” said Carole Ketterhagen, executive director of the St. Petersburg/Clearwater Area Convention and Visitors Bureau. “In addition to top rated, well preserved beaches, participants also have the opportunity to enjoy our cultural and nature-oriented attractions as well.”

For more information about the *Coastal Living* Race for the Coast 2000, please call the St. Petersburg/Clearwater Area Convention & Visitors Bureau at 1-877-822-6461 or visit online at www.FloridasBeach.com. For more information about the Clean Beaches Council, call (540) 373-1436 or visit their website, www.cleanbeaches.org.

Coastal Living (www.coastalliving.com) is published by Southern Progress Corp. Covering the shorelines and bay areas of the East, West and Gulf Coasts, the magazine taps into the uniqueness of the coastal lifestyle and the common threads that connect people who love being by the shore.

Besides *Coastal Living*, Southern Progress also publishes *Southern Living*, *Cooking Light*, *Progressive Farmer*, *Southern Accents* and *Weight Watchers* magazines, as well as Oxmoor House books. The Birmingham-based subsidiary of Time Inc. is a leading source of lifestyle information.

For further media information regarding *Coastal Living*, please contact:

Robin Boteler

Coastal Living

(205) 877-6442

###