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RUN BARBADOS SERIES 2010 GETS NEW COORDINATOR

(BRIDGETOWN, Barbados, August 9, 2010) – The Barbados Tourism Authority (BTA) has selected veteran race director, Jerry Friesen, of Ontario, Canada, to organize and manage the 2010 Run Barbados Series.

Friesen, who is well respected for his successful record of organizing and coordinating road races, earned his selection through his work done in developing The Subaru Niagara Running Series as well as the popular Cruise to Run Caribbean and Alaska, both of which have realized annual growth and popularity.

An avid road runner who has participated in both the half and full marathons of the Run Barbados series, Friesen eagerly anticipates working on the race and is confident that his already established relationship with the BTA, (on whose behalf he coordinates the Barbados leg of Cruise to Run) will provide the platform from which to achieve the objective of becoming one of the premier running events on the global running calendar.

“The people of Barbados are wonderful and welcome visitors with open arms. I am pleased I have been asked to manage the race because I believe in The Run Barbados product and genuinely think that it is an excellent opportunity for runners to enjoy an active vacation, while also visiting one of the most beautiful islands in the world,” stated Friesen.

“My wonderful experience as a participant in the Run Barbados Series was the main reason we picked Barbados as a destination for Cruise to Run. I am now looking forward to helping the BTA build Run Barbados into the premium Caribbean race series with local, regional and international participation. ”

The 2010 Run Barbados Series takes place from December 3 through 5 and will feature a 5k, 10k, one mile, Half Marathon and Marathon race which will cater to recreational and elite distance runners alike. Several local, regional and international athletes are scheduled to compete.

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