

Inaugural Blue Moon Wicked 10k is a “Wicked Success” - Blue Moon Inks 3-Year Deal as Title Sponsor.

The inaugural Blue Moon Wicked 10k held Halloween weekend at the Virginia Beach Oceanfront sold out one month before the race. The 2009 event received rave reviews from runners, sponsors, volunteers and the community.

Virginia Beach, VA – November 4, 2009 – The Blue Moon Wicked 10k, from J&A Racing, the same company that brings the Yuengling Shamrock Sportsfest to Virginia Beach, was held October 31st, 2009 at the Virginia Beach Oceanfront. Blue Moon was the title sponsor for the event which sold out at 5000 participants in its first year.

“We’re very excited about this race and think it has a lot of potential to grow just as Shamrock has,” says Jerry Frostick co-owner of J&A Racing. “We love putting on fun, themed races and think Halloween is a great time for people of all fitness levels to come out, be festive and have a blast while promoting health and fitness. We saw people out there running in all sorts of costumes like Hansel and Gretel and a giant Lego robot. We couldn’t be more pleased with the response we’ve received and the overwhelming praise for our efforts and the race itself.”

Blue Moon saw the success as well. Only four days after the event, J&A Racing and Blue Moon have entered into a 3-year contract to secure title sponsorship for Blue Moon. “We couldn’t be happier,” says Amy Frostick co-owner of J&A Racing. “Our goal is to make the race and event as opposed to just another race. Blue Moon fits perfectly with this event and its branding. We look at our sponsors as partners and our events represent those partner companies. It’s a great testament to our event that our sponsors come back year after year.”

Keeping with their philanthropic mission, donations were made to A Dolphin’s Promise; a non-profit organization working in partnership with the City of Virginia Beach to raise one million dollars for cancer research and to help save and protect marine life. As well, monies were raised for the Princess Anne Hunt Club Foundation through the sale of charity slots. “We always like to give back to the community and support causes that are close to our hearts. We consider ourselves fortunate to be able to donate funds due to the success of our races and the generosity of our volunteers and runners,” says Amy Frostick.

For additional information on the Blue Moon Wicked 10k, contact J&A Racing or visit wicked10k.com.

About J&A Racing, Inc.:

The owners of J&A Racing, Amy and Jerry Frostick, began their careers as race directors in 2000 when they took over the Shamrock Sportsfest. In the past 9 years, The Yuengling Shamrock Marathon, Half-Marathon and 8K has grown from 3,000 runners to over 23,000 runners in 2009 to make it one of the most popular races in the country. Since then, they have added the Valentine’s Day themed Virginia is For Lovers 14k & 1.4 mile at the Verizon Wireless Amphitheater and the Blue Moon Wicked 10k at the Virginia Beach Oceanfront to their race portfolio.

Contact:

Amy Frostick
J&A Racing, Inc.
757-412-1056

<http://www.wicked10k.com>