



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

For Immediate Release- February 25, 2013

For further information, contact:
Perry John P. Tenorio, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
mva@mymarianas.com
www.mymarianas.com

Saipan Marathon Draws Japan Media Coverage

Saipan, Northern Mariana Islands (NMI) – The 8th Saipan Marathon on March 2, 2013, is attracting international media attention with at least two Japanese media outlets seeking the assistance of the Marianas Visitors Authority (MVA) to acquire filming and photography permits for the event.

Production company Boom-UP will be making a 30 minute feature for BS NTV station featuring celebrity supporter and Japanese comedian Kanpei Hazama. The program will also feature golf, fishing, gourmet dining, and other visitor experiences available in Saipan and is expected to bring \$475,000 in advertising exposure for the Northern Marianas. BS NTV has approximately 1-million viewers.

Tarzan magazine returns again this year to cover the marathon, sending a writer, photographer, and editor. The exercise and lifestyle magazine has a circulation of over 100,000 and targets office workers in their 30s. The 2-page feature is slated to run in the magazine's April 2013 issue and will bring about \$35,000 in advertising exposure.

“The Saipan Marathon is the largest, annual sporting event in the Northern Marianas and provides an exciting backdrop for media to talk about what our islands have to offer all visitors,”

said MVA Marketing Manager Bruce Bateman. “BS NTV and Tarzan magazine are just the tip of the promotional iceberg. The MVA anticipates to be assisting more media before the event date, and other media will be covering the event independently.”

702 individuals have registered to run either the full marathon of 26.2 miles (42.195 kilometers), half-marathon of 13.1 miles (20.96 kilometers), 10K run of 6.2 miles, or ultra-50K of 31.06 miles.

Drivers are asked to exercise caution on Saturday along the course, which covers much the island’s west side from Banzai Cliff south to Pacific Islands Club Saipan. The start will take place at the American Memorial Park at 4:30 a.m. for the 50k and the Marathon, at 5:45 a.m. for the half-marathon, and at 6:00 a.m. for the 10K. Drivers are reminded to yield to runners on the road and to obey traffic instructions by the Dept. of Public Safety officers. Dog owners are reminded to ensure their dogs are leashed on race morning.

The Northern Mariana Islands of Saipan, Tinian, and Rota are a chain of idyllic islands in the West Pacific, offering a friendly, fun and exciting vacation in paradise. They are an excellent destination for families, adventure and sports-minded travelers, as well as business people looking for a tropical haven. Adventurous travelers from Asia, Australia, Europe and elsewhere looking for new travel discoveries will find them in the Mariana Islands, just three hours travel from most cities in Japan, and four from Asia and Australia. The Northern Marianas are served from Tokyo, Nagoya, and Osaka in Japan by Delta Air Lines and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served regularly from Shanghai, Guangzhou and seasonally from Beijing. For more information visit www.mymarianas.com.

###