



# **BOLDERBOULDER »» PRESS RELEASE**

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## **NISSAN NAMED OFFICIAL VEHICLE OF THE BOLDERBOULDER 10K** Nissan "Masters" Hall and Stiles to appear at event expo

**BOULDER, Colo.**, May 19, 2009 -- BolderBOULDER announced today that Nissan will be the official and exclusive vehicle partner of the 2009 BolderBOULDER 10k to be held on May 25.

Nissan will kick-off its 2009 "Master the Shift" Event Tour in Boulder with appearances by Olympic marathon runner, Ryan Hall and Strala Yoga founder, Tara Stiles. Nissan "Masters" Hall and Stiles will make appearances at the Nissan booth at the BolderBOULDER SportsExhibit on Pearl Street Mall (May 23-24) and the Nissan RaceDay EXPO outside Folsom Stadium (May 25). Hall won the 2008 U.S. Marathon Trials in New York, finished 10<sup>th</sup> in Beijing and is the American record holder in the half marathon (59:43). Stiles teaches a bold, fun style of yoga that helps runners strengthen their bodies to improve performance.

"Nissan is excited to be the official vehicle partner of the 2009 BolderBOULDER, one of America's premier road races," said Christian Meunier, vice president, Marketing, Nissan North America. "This partnership is a great way to bring our Master the Shift platform to the active lifestyle community and allows us to connect to consumers in a way that aligns Nissan with their passions."

The BolderBOULDER is the largest timed race in the US, held annually on Memorial Day. Last year the race attracted more than 54,000 racers, runners, joggers, walkers and wheelchair participants, ranking the event the 3rd largest road race in the world.

"We are excited to partner with Nissan for the 2009 BolderBOULDER," said BolderBOULDER Race Director Cliff Bosley. "Nissan has a superb line-up of vehicles that align with BolderBoulder's participants active lifestyle and love for the outdoors."

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## **NISSAN NAMED OFFICIAL VEHICLE OF THE BOLDERBOULDER 10K, page 2**

Nissan's Master the Shift program targets active lifestyle enthusiasts through a series of 13 running and cycling events nationwide, master athlete/trainer endorsements, custom website **mastertheshift.com** and promotional media (in-book and online). Four elite athletes and trainers-Masters-will offer a rare insiders look at how they train for success and offer tips on how to shift your performance to a new level of personal achievement. The Masters also will offer training plans, blogs and video segments on **mastertheshift.com**, where one lucky winner will win a Nissan Altima. BolderBOULDER participants and spectators will have an opportunity to view several of Nissan's vehicles, including the 2009 Altima, throughout the weekend.

**About BolderBOULDER:** The Dick's Sporting Goods *BolderBOULDER* 10k, a Running USA Founding Member, is the 2nd largest running race in the USA and the 6<sup>th</sup> largest in the world. The race attracts over 50,000 runners, walkers, and wheelchair racers, and draws professional racing teams from all over the world to compete for one of the largest non-marathon prize purses in road racing. The race starts at the north end of 30th Street in Boulder, winds through neighborhoods with live music and entertainment at every corner, and finishes in the University of Colorado's Folsom Field. More than 150,000 spectators watch the festivities from inside the stadium and along the course. Every year, the race makes donations to local charities that provide volunteers to help stage the race. Over the years, beneficiaries have included the Boulder Humane Society, Attention Homes, Younglife, Boulder Optimists, local schools, and church youth groups. The 31<sup>st</sup> BolderBOULDER will be held on Memorial Day, May 25, 2009.

**About Nissan:** In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2010, whose key priorities are reducing CO<sub>2</sub> emissions, cutting other emissions and increasing recycling. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at [www.NissanUSA.com](http://www.NissanUSA.com) and [www.infiniti.com](http://www.infiniti.com).

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