



FOR IMMEDIATE RELEASE

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APPROXIMATELY 200 RUNNERS TO TAKE TO THE STREETS FOR 'CRUISE TO RUN' 2011

(**Castries, Saint Lucia: January 26, 2011**). The Saint Lucia Tourist Board is again lending logistical support to Canadian based In-stride Productions in staging the 5th annual 'Cruise To Run'. The 2011 Saint Lucia leg of the regional sporting event will take place on Thursday, **January 27th, 2011 from 8:30am** when cruise vessel Caribbean Princess drops anchor at Port Castries. Approximately 200 disembarking passengers will hit the streets of the capital Castries to participate in this fun event.

The run will commence at La Place Carenage Shopping Complex perched on the city's waterfront where runners will proceed along the John Compton Highway up to Peninsular Road past Vigie Beach and George Charles Airport and continue up Beacon Road to the popular Vigie Lighthouse. Comprising runners from Canada, the United States, Bermuda and England, the group will end the run back at the Duty Free Shopping Complex where some are expected to engage in on-island tours and excursions before boarding.

"Cruise To Run 2011" is a Caribbean Cruise that leaves San Juan Puerto Rico and visits Barbados, Saint Lucia, Antigua, Tortola and St. Thomas. Since the inaugural voyage in 2007 the popular Cruise has more than doubled in size and gives runners the unique opportunity to participate in the sport they love, while enjoying all the beauty and hospitality of the Caribbean.

Featured runners in this year's event include marathon great Dick Beardsley who has participated in the famed Boston Marathon dubbed the 'Duel In the Sun'; eleven-time Ironman triathlon champion Lisa Bentley; and Bart Yasso of Runners' World Magazine.

The runners, whose ages range from 16 to 60, are of different levels and abilities. They will be joined by local road runners in the likes of Ali St. Ange and others from the St. Lucia Amateur Athletics Association.

Participating athletes will make a special donation of school supplies to the Holy Family Children's Home in Ciceron as part of their "Runners Give Back" program.

Organizers have expressed delight in Saint Lucia's readiness to participate in the activity and the keen interest shown by local runners.

For more information about the island of Saint Lucia call 1-800 456-3984, or visit www.saintlucianow.com.

About Saint Lucia

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties.

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