



MEET AMERICA'S
BRIGHTEST CITY



Competitor Group, Inc.
Rock N Roll Marathon Health & Fitness Expo 2026
Friday, May 29th – Sunday, May 31st, 2026
Anticipated Attendance: 20,000

Group Description

The Rock 'n' Roll® Running Series is the world's largest running series taking part in destination events around the world every year. Established in 1998, the Rock 'n' Roll Running Series simple idea of making running fun has transformed both the U.S. and global running landscape by infusing the course with live bands, cheer teams and entertaining water stations, creating a block-party atmosphere for participants and spectators alike.

Attendee Profile

Typical attendees are centered around the running and wellness community. Most prominently, all registered race participants—including marathon, half marathon, and 5K runners—are required to attend to pick up their race packets, making them the core audience of the expo. In addition to runners, the expo is free and open to the public, which brings in fitness enthusiasts, health-conscious individuals, and members of the local community who may not be racing but are interested in wellness trends and active lifestyles. Friends and family members of participants often attend as well, both to support runners and to explore the event's offerings. The expo also attracts industry professionals and exhibitors, including brands and vendors showcasing running gear, fitness apparel, nutrition products, and health services, creating a lively marketplace environment.

Schedule of Events

*[*Schedule is subject to change](#)*

Off-Site Scheduled Events

No offsite events scheduled.

Shuttle Information

No shuttle provided.

Contact Information

Dave Matta, National Sales Director, SDTA
Alison Milardovich, Client Services Manager, SDTA

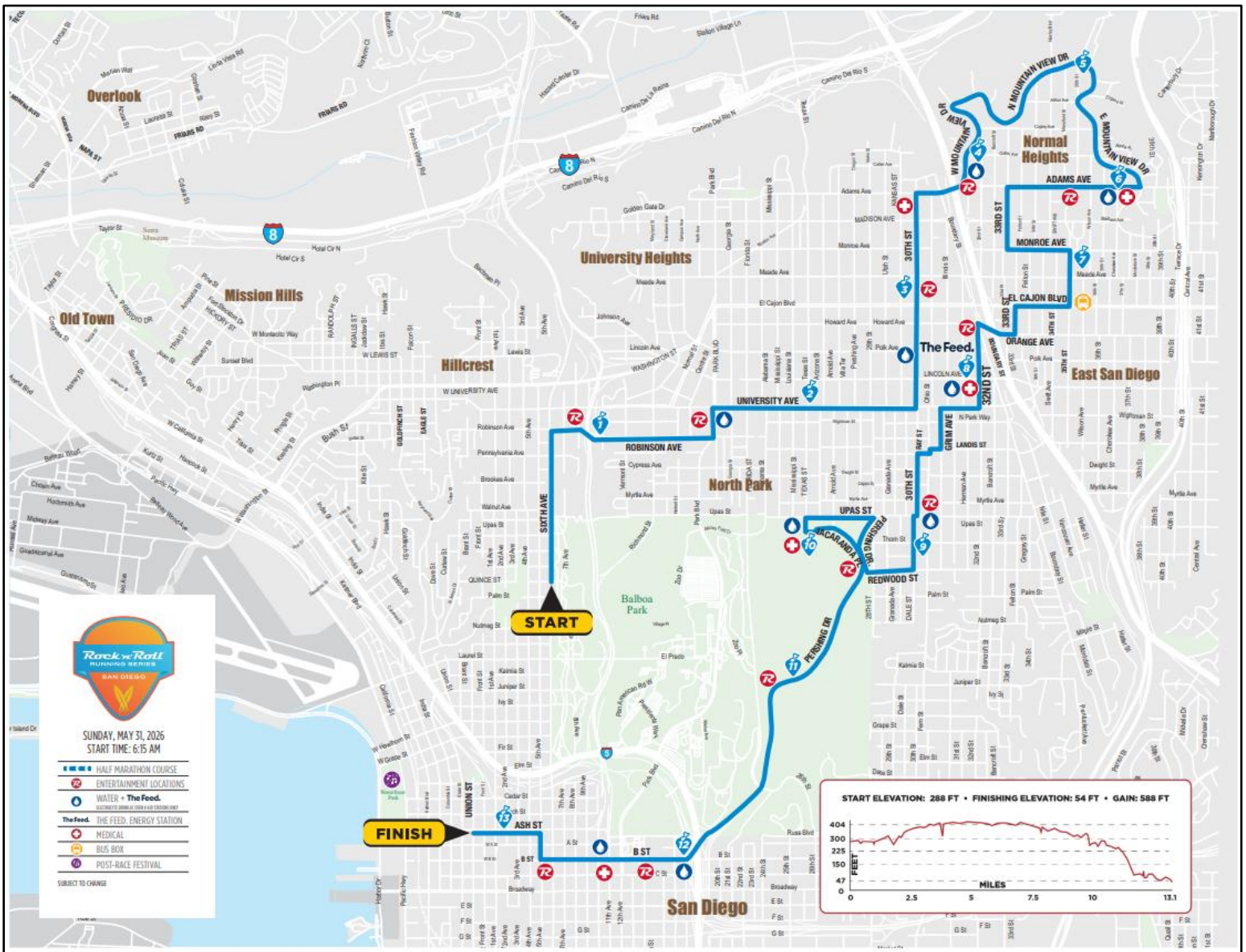
Saturday, May 30th –

- **5K Course**
- Start Time: 7:00AM
- Time Limit: 1 hour * Times subject to change
- Start Line: President's Way and Park Blvd
- Finish Line: Balboa Dr.



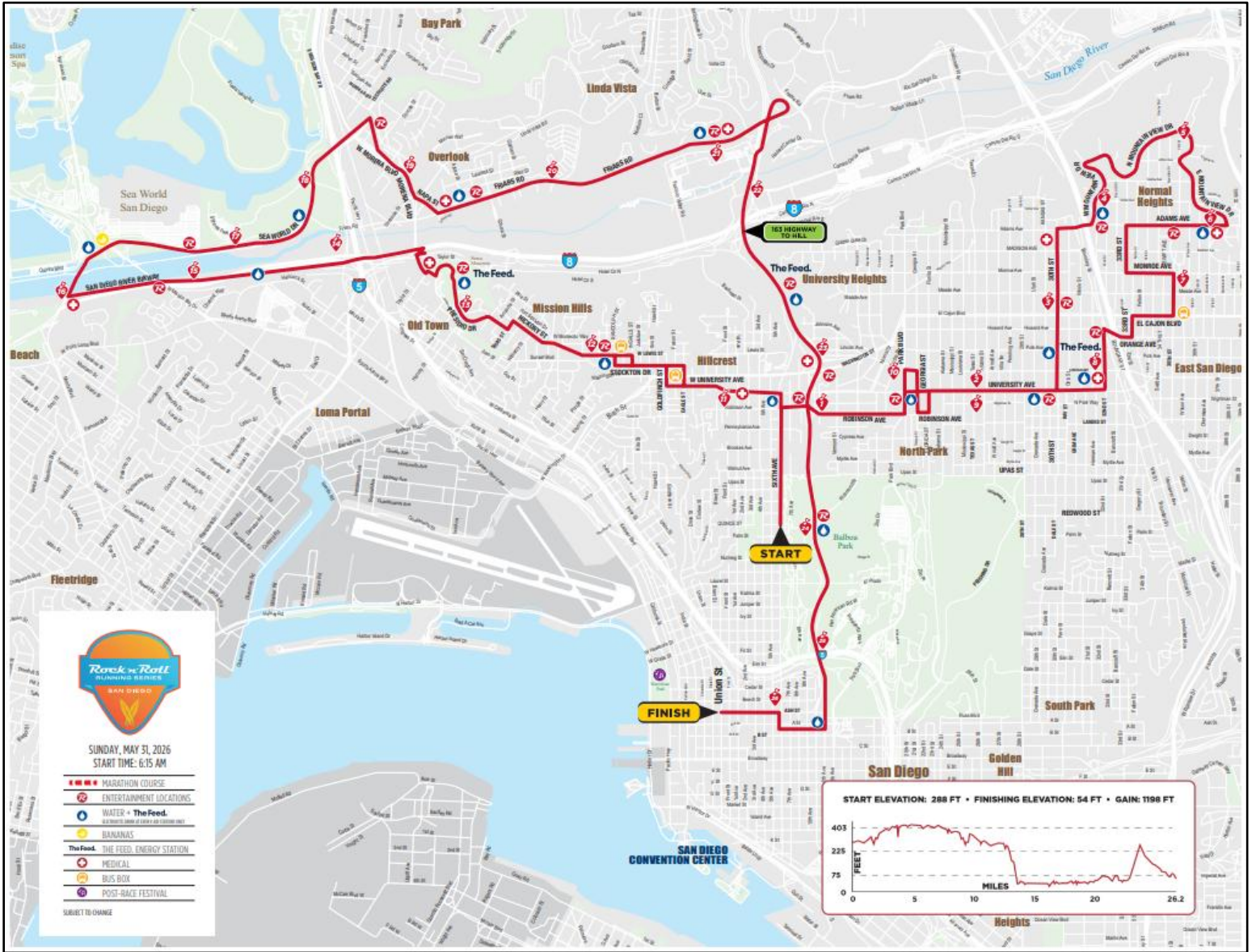
Sunday, May 31st –

- **Half Marathon Course**
- Start Time: 6:15AM
- Time Limit: 4 hours * Times subject to change
- Start Line: Sixth Ave. and Quince St. at Balboa Park
- Finish Line: Ash St. & Union St.



Sunday, May 31st –

- **Marathon Course**
- Start Time: 6:15AM
- Time Limit: 7 hours * Times subject to change
- Start Line: Sixth Ave. and Quince St. at Balboa Park
- Finish Line: Ash St. & Union St.



Rock n Roll Running Series
SAN DIEGO

SUNDAY, MAY 31, 2026
START TIME: 6:15 AM

- MARATHON COURSE
- ENTERTAINMENT LOCATIONS
- WATER + The Feed.
- BANANAS
- THE FEED, ENERGY STATION
- MEDICAL
- BUS BOX
- POST-RACE FESTIVAL

SUBJECT TO CHANGE

