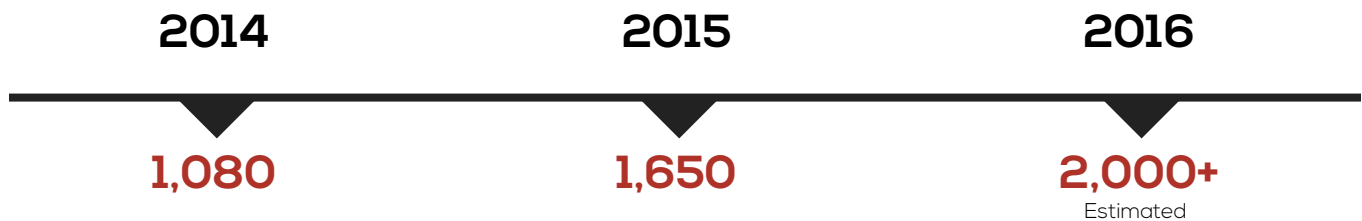




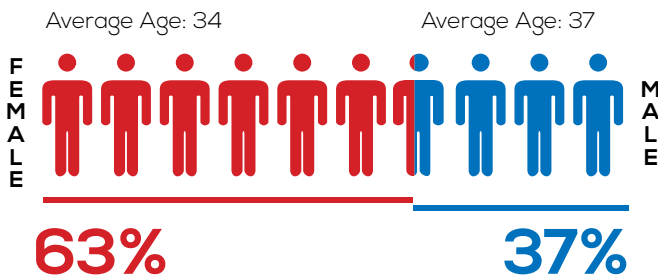
OCTOBER 1, 2016

The Pacific Beachfest 5K is PB's most popular beach run! Runners will start along the beach by PB Shore Club, continue south to Belmont Park in Mission Beach and return along the boardwalk. The runners will move back onto the sand for the final quarter mile to the finish! Every finisher will receive a free tank top, a custom finisher's medal, free sunglasses, 1 free beer (21+) and live music following the race. All participants in the kids race will receive a tank top, sunglasses and finisher's medal as well! Pacific Beachfest will also be hosting a pro surf competition, pro volleyball competition, loads of food vendors, kids' activities, and more. There will be something for everyone so you won't want to miss it!

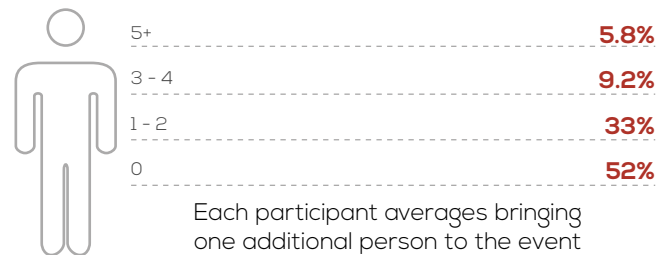
> Participation Growth



> Gender Breakdown



> Additional Event Goers



> 2015 Metrics



Social Impressions:

