

LORIET PARTICIPATES IN THE 40TH ING NEW YORK CITY MARATHON

New York City, NY

Nov. 7th, 2010

In the city that never sleeps the New York City Marathon is one of the best reasons to get up before the first signs of dawn. The 2010 NYC ING Marathon was a star studded affair with amazing and dedicated participants coming out from all over the world. On this beautiful crisp Sunday morning among the miles of participants was **the Loriet Lion, dutifully worn by Mehdy Karbid and other runners**, eagerly looking to tackle this momentous race.

“Good, it was good. The crowds, the course, the people. It is an experience. A great experience.”

The original New York Marathon drew 127 people and was run as laps in Central Park. The 2010 edition includes approximately 50,000 participants and encompasses all five boros. The electricity and fanfare is indescribable as people line the streets of New York to get a glimpse of the runners. Cheers and music can be heard all along the marathon route. After the race, exhausted and revered runners shrouded in metallic capes make their way through the streets of Manhattan’s Upper Westside donning their shiny metals.



Loriet Co-Founder Mehdy Karbid

