

FOR IMMEDIATE RELEASE

Delta Dental of Arkansas Returns as Sponsor of Little Rock Marathon Kids' Race

LITTLE ROCK, Ark. (Sept. 15, 2017) – Delta Dental of Arkansas, the largest provider of dental benefits in the state, has again agreed to sponsor the 2018 Little Rock Marathon's Little Rockers Kids Marathon as part of the company's ongoing philanthropic efforts. This is the third time Delta Dental of Arkansas has been a marathon sponsor.

The Little Rockers Kids Marathon is a multi-week program during which first through fifth grade children complete 25.2 miles of a marathon-length run in a group setting with supervision. During Little Rock Marathon weekend, children who have finished the rest of the marathon are invited to run the last mile through downtown Little Rock, where they receive a special race medal after crossing the finish line.

The program began in 2004 as a response to growing concern over childhood obesity rates. To date, more than 71,000 children have participated, crossing the official finish line during Little Rock marathon weekend.

"We're excited to continue our sponsorship of the Little Rockers Kids Marathon," said Ed Choate, president and CEO of Delta Dental of Arkansas. "Oral and overall health are closely linked, so it's important to get children started with good habits early in life. This program is a great way to teach them about the importance of exercise."

Race registration opens September 15. For more information about the race, visit www.littlerockmarathon.com.

About Delta Dental of Arkansas

Delta Dental is the largest dental benefits provider in the state of Arkansas and is a member of Delta Dental Plans Association, a national network of independent not-for-profit dental service corporations specializing in providing dental benefits programs to 56 million Americans in more than 95,000 employee groups throughout the country. For more information, please visit www.deltadental.com.

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