

15TH ANNUAL

LITTLE ROCK MARATHON

MARATHON - HALF MARATHON - 10K - 5K - LITTLE ROCKERS KIDS MARATHON

MARCH 4-5, 2017

Contact:

Geneva Lamm, Executive Director

501-371-4639

glamm@littlerock.org

Little Rock Marathon Training Program Begins

Build-Up Phase Begins Aug. 8

For Immediate Release

LITTLE ROCK, AR (8/1/16) – Little Rock Marathon officials announced today that build up training would begin Aug. 8.

The Little Rock Marathon offers a free virtual training program to individuals participating in the 2017 race. Official training begins Sept. 19 with a "build-up" training phase that began Aug. 8. The Little Rock Marathon Training Program, presented by Bill Torrey's Rock City Running and KARK Channel 4, is free of charge but registration is required.

Our goal is to offer you virtual coaching and guidance, as well as motivation to get you across the finish line. Whether it is your first race or a personal best, our free virtual training tips and schedules are for athletes of all ages and levels of fitness.

Since 2003, our veteran RRCA coaches Hobbit and Tom Singleton, have trained more than 22,000 individuals.

"We have athletes at every level of fitness and ability," said Hobbit Singleton, training program coach. "Our training program is really a year-round program. After the first Little Rock Marathon in 2003, the group never stopped training and we never stopped coaching."

"The training schedules are very do-able and are for every level of fitness," said Singleton. "We had more than 2,100 people in last year's program. Our program caters to first-time marathoners and first-time runners/walkers (meaning they have never run a step)."

The Little Rock Marathon is presented by the *Arkansas Democrat-Gazette* and is a project of Little Rock Parks & Recreation.

For more information about the 2017 Training Program please contact Hobbit Singleton, hobbit_s@sbcglobal.net.

For more information about the training program, visit the training page of littlerockmarathon.com.

###

About Rock City Running

Rock City Running is committed to helping each individual discover their passion for running or walking. Personal service and customer satisfaction are our goals with each individual we meet. We believe in helping people get the proper fit for their daily run or walk the first time. Rock City Running has an unwavering commitment to give back to the sport and to the community. Runners and walkers of all ages and abilities come to Rock City Running not just to buy shoes but to socialize, to train and to be a part of a true running and walking community.

About KARK Channel 4

KARK 4 is the NBC television affiliate for the Little Rock market. KARK 4's news division delivers local news that matters everyday through a variety of news programming, as well as award-winning weather, sports, and political coverage. KARK is owned and operated by Nexstar Broadcasting.