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a division of Little Rock Parks & Recreation



FOR IMMEDIATE RELEASE:

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LITTLE ROCK MARATHON OFFERS NEW RACE SERIES

Little Rock, Ark. (Oct. 3, 2018) – Little Rock Marathon race officials announced today it has created the Run Local Race Series and features three events in central Arkansas to take place in the coming months.

The series includes the Creep ‘N Crawl 10K/5K on **Oct. 27**, the Ugly Sweater Race 5K on **Dec. 16**, and one of the races Little Rock Marathon Weekend on March 2- 3, 2019.

“We are excited to be offering expanded opportunities for participation with our new Run Local Race Series,” said Gina Pharis, co-executive director of the Little Rock Marathon. “More and more athletes like the extra challenge, rewards and bragging rights of completing a race series. The Run Local Race Series is the perfect platform for first timers and experienced athletes to reach their personal bests.”

Participants must register for each race individually and pay the appropriate registration fee. Registration includes chip timing, custom race number, a technical participant shirt, and post-race refreshments. Finisher’s will also receive a race specific finisher’s medal. **There is no extra fee or registration required to be part of the Run Local Series.**

Athletes who complete all three races will receive the inaugural Run Local medal, discounts to the 2020 race series, as well as be entered into a drawing for prizes from participating Little Rock Marathon sponsors. Items will be presented at the Little Rock Marathon on March 3.

The Run Local Race Series and the Little Rock Marathon benefit Little Rock Parks & Recreation.

For more information on the Run Local Race Series, visit www.littlerockmarathon.com.

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About Little Rock Marathon

The mission of the Little Rock Marathon is provide a premier event open to athletes of all abilities, while promoting a healthy lifestyle through running and walking and raising money for Little Rock Parks & Recreation. Since inception in 2003, more than \$1,093,360.65 has been donated to Little Rock Parks & Recreation. Little Rock Marathon Race Weekend is held the first weekend in March each year and includes a marathon, half marathon, 10K, 5K run/walk, a children’s mile and a free two-day health and fitness expo. With an estimated \$6.5 million in local spending annually, more than 140,000 individuals have participated in a Little Rock Marathon race, sponsored event, or free training program. This has been achieved through school-based programs, community outreach, and partnerships with running/walking groups across the country and passionate grass roots promotion.