



Contact:
Geneva Lamm, Executive Director
501-371-4639
glamm@littlerock.gov

FOR IMMEDIATE RELEASE

Little Rock Marathon Unveils 2017 Medals

LITTLE ROCK, Ark. (12/16/16) – The Little Rock Marathon recently unveiled its 2017 finisher’s medals as it makes preparations for another sell-out event, confirming the race is quickly reaching its participant limit.

The 15th Annual Little Rock Marathon Race Weekend, presented by the Arkansas Democrat-Gazette, is slated for March 4 – 5 in downtown Little Rock and benefits Little Rock Parks & Recreation.

“For many years, the Little Rock Marathon medals have set a standard in the marathon industry,” said Gina Pharis, co-executive director of the Little Rock Marathon. “Our medals are an extraordinary keepsake that celebrates each participant’s finish.”

According to Pharis, the medal is a significant factor in the event’s growing popularity and sold-out races each year.

The 2017 family of finisher medals feature the “Runalicious” candy theme, as well as the race director’s “smooch.” According to Pharis, the marathon medal is 8 ½ inches, weighs more than 2 pounds, and features “one of the largest spinners ever made.”

The half marathon finisher’s medal is 5 inches and weighs slightly more than 11 ounces with a “giant” spinner.

Other events taking place during race weekend include the Little Rock Marathon Health & Fitness Expo, presented by Heifer International, Little Rock Half Marathon, presented by Baptist Health, the Little Rock 10K, the Little Rock 5K and the Little Rockers Kids Marathon, presented by Delta Dental of Arkansas.

The 2017 Little Rock Marathon is also sponsored in part by the Little Rock Convention & Visitors Bureau, the Heart of Arkansas, Whole Hog Café-North Little Rock, Premium Refreshment, Little Rock Marriott, Fence World, KARK Channel 4, Crowne Plaza Little Rock, Pods Enterprises Inc., Golden Eagle of Arkansas, Hatcher Agency, St. Vincent Heart Clinic Arkansas, Rock City Running, MedExpress Urgent Care, Gatorade, Go! Running, Dillard's Inc., Junior League of Little Rock, Little Rock Regional Chamber of Commerce, and Philips Healthcare.

Registration will be available online through 11:59 p.m. CST Feb. 24, 2017 or the race is sold out. A mail-in registration form is also available on the registration page of the website or by calling race headquarters at (501) 918-5359. Mail-in registration forms must be postmarked by Feb. 24, 2017.

To view the video of the 2017 finisher medals, [click here](#).

For more information about deadline, details and the race, 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 \$749,000 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 million in local spending annually, more than 127,000 individuals have participated in a Little Rock Marathon race, event, or free training program. This has been achieved through school-based programs, community outreach, partnerships with running/walking groups across the country and passionate grass roots promotion.