



500 W. Markham, Room 108
Little Rock, AR 72201

www.littlerockmarathon.com
a division of Little Rock Parks & Recreation



FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

Alice Stewart

littlerockmarathonmedia@gmail.com

Little Rock Marathon Set to Kick Off 2019 Training Season

Annual Kick-Off Party Presented by Rock City Running and Team Heifer on Aug. 2

Little Rock, Ark. (July 20, 2018) – Little Rock Marathon race officials are celebrating the start of the 2019 training season on Thurs., Aug. 2 at its inaugural Training Kick-Off Party, presented by Rock City Running and Team Heifer.

Hundreds of area athletes will meet in Little Rock at Murray Park, 5250 Rebsamen Park Road, Pavilion #3, from 6:00 p.m. to 8:00 p.m. for an evening of camaraderie and inspiration.

“When you start working toward the goal of completing a marathon or half marathon, it’s helpful to know that you’re not alone. Our participants all have their own reason to run, but they’re all working toward the same finish line,” said Gina Pharis, co-executive director of the Little Rock Marathon. “It’s motivating to come together and celebrate the start of the journey and we hope our athletes leave feeling even more confident in their abilities and the training that’s ahead of them.”

The kick-off will feature an overview of training from Little Rock Marathon Coaches Hobbit and Tom Singleton, as well as booths from Rock City Running, HOKA Shoe Company and Team Heifer. Training team apparel will also be available for purchase.

There is no cost to attend and no registration is required.

The 17th annual Little Rock Marathon, presented by the *Arkansas Democrat-Gazette*, will take place March 1-3, 2019. Over the past 17 years, the race has generated more than \$1 million for Little Rock Parks & Recreation.

For more information and to register, visit www.littlerockmarathon.com.

###

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.