



2024 Little Rock Marathon registration open, theme for 22nd annual race revealed

FOR IMMEDIATE RELEASE

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LITTLE ROCK, ARK (July 19, 2023) - Registration for the 22nd running of the Little Rock Marathon is open, race officials said Wednesday, adding that the theme this year should transport participants a few thousand years.

Little Rock Marathon Executive Director Geneva Lamm said the marathon registration from now until September 8 is \$95, with half marathon registration starting at \$85. From there, prices for each of the weekend's events will step up incrementally until they reach full price or race capacity, whichever happens first. To register, click over to: <https://littlerockmarathon.com/registration/>.

The Little Rock Marathon, presented by the Arkansas Democrat-Gazette and the Little Rock Half Marathon, presented by Baptist Health, will be held Sunday, March 3, 2024, with the Little Rock 10K, the Little Rock 5K, presented by Arkansas Federal Credit, and the Little Rockers Kids Marathon Final Mile, taking place on Saturday, March 2, 2024.

The Little Rock Marathon and Run Local are both projects of and benefit the Little Rock Parks & Recreation.

"We are absolutely thrilled that registration is now open for the 2024 Little Rock Marathon because that means we're getting back into race mode after having a few months off from the last race. It's always an exciting time," Lamm said. "We've got a fun journey ahead as we bring back our Committee and the thousands of volunteers and community partners who make this race happen."

This year's race theme is "DinoMite." Lamm said she hopes everyone will channel their favorite inner caveman or dinosaur and join one of the races this year. "This year's race is set to transport us all back in time to the era of dinosaurs and cave dwellers. We invite everyone to unleash their inner T-Rex and to power through some truly Jurassic miles with us the first weekend in March. This will be our 22nd race, and I'm super excited for our DinoMite theme this year. Total blast from the past!"

Lamm also noted that registration is now also open for the 2024 Run Local Race Series, which includes three different major races each calendar year. The Run Local Race Series is a Little Rock Marathon-led grassroots health initiative that focuses on promoting the benefits of a healthy lifestyle through movement, be it walking or running.

Participants can complete the series by finishing a race in Creep N' Crawl (5k, Half Marathon), Ugly Sweater (5k) and a race on Saturday or Sunday of Marathon weekend. Participation in the Run Local series is limited to the first 400 people who register for all three events.

Register today: <https://raceroster.com/series/2023/78079/run-local>.

Participants can complete the series by finishing a race in the following events:

- Creep N' Crawl (5k, Half Marathon) – Saturday, Oct. 21
- Ugly Sweater (5k) – Saturday, Dec. 16
- Little Rock Marathon weekend – Saturday, March 2 – Sunday, March 3, 2024

Individuals interested in participating in the series must register for all three events at the same time to be eligible to receive the special Run Local medal at the Little Rock Marathon in March. Registering for each event separately does not automatically enter you into the series. There is no extra charge to be part of the series.

The Little Rock Marathon's Training Program, presented by Rock City Running, kicks off in a few weeks with an 'Off the Couch' program. The training program is free to the public.

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About Little Rock Marathon

The mission of the Little Rock Marathon is to 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 its inception in 2003, more than \$1.3 million dollars 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 \$3 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, partnerships with running/walking groups across the country and passionate grass roots promotion.