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Contact: Jamie Moody, Media Director

littlerockmarathonmedia@gmail.com | 501-454-1260

Little Rock Marathon announces 2027 theme: 'Run Around the Rock'

LITTLE ROCK, ARK. (August 13, 2026) - The Little Rock Marathon is kicking off its 25th anniversary race season with a theme - and announcement - that's all about the vibes. "Run Around the Rock" will take over downtown Little Rock the weekend of March 6-7, 2027 (6-7!) and this playful, 1950s-inspired theme promises a weekend full of retro style and hometown pride.

The 2027 Little Rock Marathon Race Weekend activities include the Little Rock Marathon, Half Marathon, 10K, 5K, Little Rockers Kids Marathon, and All Abilities Marathon.

Though it's rooted in the swing of the 1950s, "Run Around the Rock" brings that era to life in a very Little Rock way - through music, fashion, cars, and pop culture references - while also spotlighting local landmarks and history.

Run Around the Rock isn't just about mid-century style. It's also about the kind of progress that takes courage, community, and resolve. Along the course, athletes will pass the Little Rock Central High School National Historic Site, a still working public high school, but also a place that, in 1957, stood at the heartbeat of the country's civil rights story.

This important part of our course is a reminder that progress doesn't happen on its own. It's built by people who choose courage and stand together. We encourage all participants - from our athletes on the course to the thousands of volunteers who give up their weekends to make Little Rock Marathon Race Weekend a success - to carry that spirit with them, looking out for one another, showing respect to those who came before, and running with purpose.

"We wanted a theme that would be fun, recognizable, and give us plenty of opportunities to celebrate our 25th year," said Geneva Lamm, executive director of the Little Rock Marathon. "But on this course, it's also a chance to remember what progress looks like in real life. That's the spirit we're carrying into our 25th race weekend."

From race medals and event graphics to entertainment and other race weekend surprises, the theme will pop up everywhere. Runners and spectators are also encouraged to embrace the fun with 1950s-inspired outfits.

The 2027 event continues the Little Rock Marathon's tradition of changing its theme each year, creating unique experiences for participants while showcasing different aspects of Little Rock and Arkansas.

Race weekend will begin Friday, March 5, with the opening of the Health & Fitness Expo at the Statehouse Convention Center. The Expo will continue throughout the day on Saturday, March 6, and before race events take place Sunday, March 7.

Registration for the 2027 Little Rock Marathon Race Weekend is open. For more information about the Little Rock Marathon, race events and registration, visit littlerockmarathon.com.

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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 inception in 2003, more than \$1.5 million 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, race for all abilities, a children's mile and a free two-day health and fitness expo. With an estimated \$8.4 million in local spending annually, more than 371,000 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 grassroots promotion.