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[www.littlerockmarathon.com](http://www.littlerockmarathon.com)  
a division of Little Rock Parks & Recreation



FOR IMMEDIATE RELEASE:

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## All The Buzz: Honey Stinger is the Official Gel of the 2019 Little Rock Marathon

*"We share the company philosophy that you should work hard, play hard and pursue magnificent feats."*

Little Rock, Ark. (Jan. 17, 2019) – Little Rock Marathon officials announced today that Honey Stinger, the leading manufacturer of honey-based nutritional products, will be the official gel of the 2019 Little Rock Marathon. Honey Stinger will provide gels at course aid stations along the scenic Little Rock Marathon race route on Sunday, March 3, 2019.

"We are thrilled to introduce our energy gels to all the runners at the Little Rock Marathon," says Rich Hager, Honey Stinger co-owner. "Honey Stinger gels are dramatically different from other energy gels on the market as they contain honey and other organic ingredients, making them easy to digest during exercise while providing the calories needed to perform."

"The buzz is that Honey Stinger gel is a perfect fit for the Little Rock Marathon," said Geneva Lamm, co-executive director of the Little Rock Marathon. "We share the company philosophy that you should work hard, play hard and pursue magnificent feats."

Honey Stinger's Classic Energy Gels contain 95 percent honey, fortified with B vitamins and electrolytes in two flavors: Classic Gold and Caffeinated Ginsting. Stinger Organic Energy Gels combine a blend of organic tapioca syrup, organic honey, electrolytes, sodium and potassium in six flavors: Fruit Smoothie, Acai Pomegranate, Vanilla, Caffeinated Chocolate, Caffeinated Strawberry Kiwi and available January 1, new Mango Orange.

The 17th Annual Little Rock Marathon Race Weekend, presented by the Arkansas Democrat-Gazette, is slated for March 1 – 3 in downtown Little Rock and benefits Little Rock Parks & Recreation.

Race weekend includes the Little Rock Marathon Health & Fitness Expo, present by Heifer International; the Little Rock Marathon; the Little Rock Half Marathon, presented by Baptist Health; the Little Rock 10K; the Little Rock 5K, presented by Arkansas Federal Credit Union and the Little Rockers Kids Marathon, presented by the Hatcher Agency.

For more information about deadlines, details and the race, visit [littlerockmarathon.com](http://littlerockmarathon.com).

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### About Honey Stinger

Located in Steamboat Springs, Colo., Honey Stinger makes convenient, nutritious and great tasting honey-based foods including energy bars, protein bars, organic energy gels, organic waffles, organic chews, and kids' organic snacks. Fueling some of the country's top cyclists, runners, triathletes and teams, Honey Stinger products may be found at specialty sporting goods retailers, natural food grocers and [www.honeystinger.com](http://www.honeystinger.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.