



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

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



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2020 Little Rockers Kids Marathon Registration Opens October 1st

LITTLE ROCK, Ark. – Little Rock Marathon race officials announced today that registration for the Little Rockers Kids Marathon, presented by the Hatcher Agency, will open on Oct. 1.

The Little Rockers Kids Marathon is a family-friendly event to be held Feb. 29, 2020 at 11:00 a.m. The Little Rockers Kids Marathon is a project of Little Rock Parks & Recreation and is part of the Little Rock Marathon Weekend.

The mission of the Little Rockers Kids Marathon is to provide children in 1st through 6th grades the opportunity to enhance their physical activity while focusing on reaching a goal. Participants improve their fitness level by following a fun, simple running and/or walking program.

Since 2004, more than 81,000 children have logged an estimated 2.1 million miles in the Little Rockers Kids Marathon Training Program. Over 26,000 children from every county in Arkansas and 27 different states have participated in the Final Mile at the Little Rockers Kids Marathon.

“Participants run or walk at least 25.2 miles at their own pace over an extended period of time,” said Leah Pearce, Little Rockers chair. “On race day they finish their last mile on the official Little Rock Marathon course. As each child crosses the finish line, they receive their official finisher’s medal.”

“We hope to motivate children to commit to a physical routine,” said Pearce. “We believe it shows them the overall benefits of achieving their goals, not only when they cross the finish line, but in life as well.”

Registration will be available online at littlerockmarathon.com through 8 a.m. CST Feb. 20, 2020. For more information and to register, visit www.littlerockmarathon.com.

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About The Hatcher Agency

The Hatcher Agency began September 1, 1990, by then 28-year-old Greg Hatcher. The Hatcher Agency has been the state’s Top Producing Employee Benefits Agency in Arkansas for 27 consecutive years and has grown to the point where they are the largest organically grown employee benefits agency in the country. Named Arkansas Business’ Best Insurance Agency every year since the survey began, The Hatcher Agency is extremely community minded winning both the Philanthropist of the Year and Most Philanthropic Company awards from Arkansas Business.

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 \$1,149,683.63 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 211,600 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.

About Little Rock Parks & Recreation

Little Rock Parks and Recreation oversees 63 developed parks and twelve undeveloped parks totaling over 6,100 acres. In addition, the Little Rock Parks & Recreation offers a wide-range of youth and

adult recreational and sports leagues, after-school and summer playground programs for children ages 6-15, outdoor recreation, therapeutic recreation and programs for seniors. Funds raised will continue to support parks and recreational programs for all ages. For more information about Little Rock Parks & Recreation please visit www.lrpr.org.