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a division of Little Rock Parks & Recreation



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Little Rockers Kids Marathon Final Mile to be virtual in November

LITTLE ROCK, Ark. (August 31, 2021) – Due to the current trends and increased transmission rate of the COVID-19 Delta variant among children under 12, the 2021 Little Rockers Kids Marathon Final Mile - slated for November 20 - will be transitioned from in-person participation to a virtual event, the event's Executive Director Geneva Lamm said Tuesday.

The Little Rockers Kids Marathon is part of the health and fitness programs produced by the Little Rock Marathon, which reaches thousands of children in Arkansas annually, and is presented by The Hatcher Agency.

Participants in the Little Rockers Kids Marathon run or walk the first 25.2 miles of their marathon one mile at a time on safe, secure routes designated by parents, teachers or coaches; they complete the last mile of their race on the weekend of the Little Rock Marathon.

Lamm said that while event organizers are disappointed the Little Rockers are moving to a virtual format, she is excited that the City of Little Rock and the Marathon are able to offer a virtual option that will keep kids around the state engaged and active.

The Hatcher Agency's Chief Executive Director Greg Hatcher reiterated his firm's support for the event. "The Hatcher Agency is proud to support the Little Rockers. Training for the Kids Marathon develops health lifestyles for kids while building confidence that will last a lifetime."

Marathon staff have been reaching out to and collaborating with all registered participants to ensure that the kids are presented their medals.

For additional information on the Little Rockers Kids Marathon, go to www.littlerockmarathon.com or contact Geneva Lamm at glamm@littlerock.gov.

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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 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 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 200,000 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 grass roots promotion.

About Little Rock Parks & Recreation

Little Rock Parks and Recreation oversees 62 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.