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a division of Little Rock Parks & Recreation



FOR IMMEDIATE RELEASE:

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For Immediate Release:

Arkansas-Based Premium Refreshment to be the Official Water of the 2019 Little Rock Marathon

"Hydration is key for leading an active lifestyle and maintaining a healthy diet."

Little Rock, Ark. (January 9, 2019) – Little Rock Marathon officials announced today that Premium Refreshment Service has renewed its sponsorship of the Little Rock Marathon.

Premium Refreshment Service, an Arkansas-based water company, will be hydrating more than 15,000 participants and volunteers throughout race weekend with their 100% natural spring water.

Unlike most water which is municipally sourced and artificially enhanced, Premium Refreshment Service water is 100% spring water with nothing added. Sourced and bottled in Arkansas from natural springs that are naturally pressurized so the water rises to the surface without mechanical pumps or human interference.

"Hydration is key for leading an active lifestyle and maintaining a healthy diet, so it's a natural fit for Premium Refreshment Service to be a part of our event," said Geneva Lamm, co-executive director of the Little Rock Marathon. "Premium Refreshment's commitment to healthy living is aligned with the mission of the Little Rock Marathon. We are fortunate to work with one of the purest and best tasting water companies in the South."

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.

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About Premium Refreshment Service

At Premium Refreshment Service, we provide many ecologically responsible solutions for customers in both the home and office environment. Most notable is our returnable and recyclable multi-gallon bottles. Single-serve bottles are available for situations where convenience outweighs conservation. But, if you are more ecologically minded, our multi-gallon bottles offer an alternative. In fact, over the life of each 5-gallon reusable bottle, 2000 single serve-bottles are replaced. So, keep and refill smaller bottles for convenience, and use curbside recycling where available to avoid landfill loading. For more information please visit <http://www.premiumrefreshment.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.