



2023 LR Marathon registration, training open

FOR IMMEDIATE RELEASE

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LITTLE ROCK, ARK (Aug. 4, 2022) - Registration for the Little Rock Marathon's Run Local Race Series is almost 40 percent sold out, race officials said today. Only 400 spots total are available for the series. Individual registration for each of the Marathon's local races including the Little Rock Marathon is now open, and Executive Director Geneva Lamm is excited about the enthusiasm from the community.

"We are very encouraged by the early turn out we're seeing with registration," Lamm said, noting that the last two Marathon events were limited in capacity due to COVID-19 protocols. "Fingers crossed that this year we can start moving back toward a full capacity event."

The Run Local Race Series is a Little Rock Marathon-led grassroots health initiative that focuses on promoting the benefits of a healthy lifestyle through movement, be it walking or running.

Participants can complete the series by finishing a race in the following events:

- Creep N' Crawl (5k, Half Marathon) – Saturday, Oct. 22
- Ugly Sweater (5k) – Saturday, Dec. 17
- Little Rock Marathon weekend – Saturday, March 4 – Sunday, March 5

Lamm, the Marathon's "Chick-in-Charge" for 20 years and counting, said the idea behind the three-race series is to keep the community engaged not only with the Marathon, but also with Little Rock's local parks and to simply encourage people to keep moving throughout the year.

Individuals interested in participating in the series must register for all three events at the same time to be eligible to receive the special Run Local medal at the Little Rock Marathon in March. Registering for each event separately does not automatically enter you into the series. There is no extra charge to be part of the series.

The Little Rock Marathon's Training Program, presented by Rock City Running, kicks off on August 30 at the Jack Stephens Center on Derek Fisher Court at UA-Little Rock from 6-7p. The kickoff will feature an overview of training from LRM Coaches Tom and Hobbit Singleton, as well as free refreshments and giveaways.

The Singletons are the program's long-time coaches, and have helped thousands of athletes cross the finish line in Little Rock. "When you start training for something big like a marathon, it helps to know you're not alone," Hobbit said. "Everyone has their own reasons for wanting to run Little Rock, but at the end of the day, we're all just trying to get across same line."

Lamm noted the relaunch of the updated Little Rock Marathon app that went live this week. She encouraged anyone who is interested in participating – either as an athlete or a volunteer – to download the free app, as LRM officials will be utilizing it more frequently through the year than just on Race Weekend. The app can be downloaded by searching "Little Rock Marathon" in the Apple Store or Android Play Store.

There is no cost to register for training, and there is no cost to attend the kickoff party. Registration links for Run Local, the Marathon, the individual races, and the training program can all be found at www.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 \$1.6 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 grassroots 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 <https://www.littlerock.gov/residents/parks-and-recreation/>.