

FOR IMMEDIATE RELEASE

Little Rock Marathon Unveils 2016 Medals

LITTLE ROCK, Ark. (December 10, 2015) – The Little Rock Marathon recently unveiled its 2016 finisher's medals as it makes preparations for another sell-out event, confirming the race is quickly reaching its participant limit.

The 14th Annual Little Rock Marathon Race Weekend, presented by the Arkansas Democrat-Gazette, is slated for March 4 – 6 in downtown Little Rock and benefits Little Rock Parks & Recreation.

"For many years, the Little Rock Marathon medals have set a standard in the marathon industry," said Gina Pharis, co-executive director of the Little Rock Marathon. "Our medals are an extraordinary keepsake that celebrates each participant's finish."

According to Pharis, the medal is a significant factor in the event's growing popularity and sold-out races each year.

The 2016 family of finisher medals feature a vintage board game theme, as well as the race director's "smooch." According to Pharis, the marathon medal is 8 ½ inches, weighs almost 3 pounds, and features a detachable pendant.

The half marathon finisher's medal is 4 ½ inches and weighs slightly more than 14 ounces.

Other events taking place during race weekend include the Little Rock Half Marathon, presented by Baptist Health; the Little Rock 10K, presented by Windstream Communications, the Little Rock 5K; the Little Rockers Kids Marathon, presented by Delta Dental of Arkansas and the Little Rock Marathon Health & Fitness Expo.

The 2016 Little Rock Marathon is also sponsored in part by the Little Rock Convention & Visitors Bureau, the Heart of Arkansas, Whole Hog Café-North Little Rock, Premium Refreshment, Fence World, KARK Channel 4, Simmons Bank, Today's THV, Rock City Running, the Little Rock Marriott, the Hatcher Agency, Crowne Plaza, Go!Running, Hiland Dairy, Capital Hotel, Dassault Falcon Jet, Datamax of Arkansas, Bill and Hillary Clinton National Airport, Dillard's, Garver, Junior League of Little Rock, and Kawasaki Sports Center.

Registration will be available online at littlerockmarathon.com through 11:59 p.m. CST Feb. 26, 2016. A mail-in registration form is also available on the registration page of the website or by calling race headquarters at (501) 399-5359. Mail-in registration forms must be postmarked by Feb. 26, 2016.

For more information about deadline, details and the race, visit www.littlerockmarathon.com.

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About Little Rock Parks & Recreation

Little Rock Parks and Recreation oversees 60 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.

