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*For Immediate Release*

## Little Rocker Kids Marathon Registration Now Open

Race Officials Gearing Up For the 2016 Season

LITTLE ROCK, Ark. (September 16, 2015) – Little Rock Marathon race officials today announced that registration has officially opened for the Little Rockers Kids Marathon, presented by Delta Dental, to be held March 5, 2016, at 11 a.m. The Little Rockers Kids Marathon is a project of Little Rock Parks & Recreation and is part of Little Rock Marathon Weekend, which is presented by the *Arkansas Democrat-Gazette*.

Race Weekend events include the 14<sup>th</sup> Annual Little Rock Marathon, the Little Rock Half Marathon, presented by Baptist Health; the Little Rock 10K, presented by Windstream Communications; the Little Rock 5K Fun Run/Walk; and the Little Rock Health & Fitness Expo.

The mission of the Little Rockers Kids Marathon is to give children in 1st through 7th grades the opportunity to enhance their physical activity (by following a fun, simple running and/or walking program) while focusing on reaching a goal.

Since 2004, almost 50,000 children have logged an estimated 1,329,800 miles in the Little Rockers Kids Marathon Training Program. 15,800 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 Jennifer Pomerleau, Little Rockers chair. “Then 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 Pomerleau. “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](http://littlerockmarathon.com) through 8 a.m. CST Feb. 26, 2016.

In the past, all races have sold out, due in part to the famously HUGE finisher’s medals and fun race themes. Race officials anticipate another sell out before the end of the year.

For more information on deadline, details and the race, visit [littlerockmarathon.com](http://littlerockmarathon.com) or contact the Little Rock Marathon office at (501) 371-4639.

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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](http://www.lrpr.org).



### **About Delta Dental of Arkansas**

Delta Dental of Arkansas is focused on making Arkansans. Headquartered in Sherwood, Arkansas, its mission is to improve the health of the people it serves and to be the leading force in the delivery of quality dental benefit services. Delta Dental’s unmatched expertise in providing and managing dental benefits is why more than nearly 3,000 Arkansas companies – including some of the state’s largest employers – have chosen Delta Dental to be their dental benefits provider. For more information visit [www.deltadental.com](http://www.deltadental.com).

