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FOR IMMEDIATE RELEASE

GO! RUNNING LEADING LITTLE ROCK MARATHON PACE TEAM

LITTLE ROCK, Ark. (1/29/16) - Running shoes, energy gels, and plenty of course entertainment won't be the only things helping this year's field of participants get to the finish line during the Little Rock Marathon. Participants will have the opportunity to rely on the guidance of a talented group of athletes – the Go! Running Pace Team.

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.

The Little Rock Marathon Go! Running Pace Team is made up of 46 veteran marathoners with a combined 3,184 marathon finishes, who will lead participants to their finishing goal times.

Go!Running Pace Team leaders run even splits throughout the race where each mile is run at the same pace, which prevents athletes from making the common mistake of starting too fast and burning precious energy reserves too soon. Additionally, team leaders remind their groups to take in plenty of fluids and energy gels that are vital to sustaining endurance and improving overall performance. Serving as a coach, motivator, guide and friend, the team leaders keep runners' spirits high and legs moving throughout the race.

"Sponsoring and being around the Little Rock Marathon Pace Team is a dream sponsorship for Go! Running," Gary Taylor, owner of Go! Running. "We're our happiest when we're out in the community and giving back. And the pace team's role during the race is just that - to focus on helping runners achieve their running goals!"

"The Pacers change people's lives," said Taylor. "We say they are the hardest working runners in the business - from race start to race finish."

Pace leaders are available for the following time goals (hours:minutes): 3:05, 3:15, 3:25, 3:30, 3:35, 3:40, 3:45, 3:55, 4:00, 4:10, 4:25, 4:40, 4:45, 4:55, 5:10, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:30, and 8:00.

"By assembling a group of veteran pacers with such a high level of personal experience in the marathon distance and beyond, we are confident that no matter what an athlete goes through during the race, their pacer has felt the same way at some point," said Melody Muldrow, Little Rock Marathon pace team leader. "The Go!Running Little Rock Pace Team program helps to create an atmosphere where athletes with little experience can smartly learn to complete the fabled 26.2 mile distance called 'The Marathon' safely. We are proud and excited about the high caliber of pacers committed to serve in 2016."

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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 please visit www.lrpr.org.

About Go! Running

Your Community Running/Walking Store. Find all the benefits of a great running store, but also a partnership, where meeting personal fitness goals & supporting the needs of an active community move forward - together. For more information please visit www.gorunning.com.