

**PRESS RELEASE
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Akron Marathon Celebrates 10th Running with New Website and Course Improvements; 2012 Registration Opens January 10

Akron, Ohio (January 9, 2012) – The Akron Marathon, presented by Time Warner Cable, enters its 10th year with the introduction of a new website, course improvements and early bird registration rates. The website, www.akronmarathon.org, launches and registration opens on Tuesday, January 10.

The Akron Marathon includes a Full Marathon; a Half Marathon, presented by Acme Fresh Markets; a Team Relay, presented by Novo Nordisk; and a Kids Fun Run, making it ideal for all levels of athleticism. It will take place Saturday, September 29, 2012.

Race officials collaborated with marketing communications agency [Hitchcock Fleming & Associates, Inc.](#) (*hfa*) to create a website that reflects the personality of the marathon and organizes content, helping to provide direct, timely and relevant information.

“The new website captures the essence and magnitude of the race while providing essential training advice, important event details and post-event results,” said Anne Bitong, executive director at the Akron Marathon.

The race course has been modified to create a flatter Marathon, a faster Half Marathon and a shortened final leg of the Team Relay, allowing for a dash to the finish. New course maps will be available on the website on January 10.

Registration for each event within the Akron Marathon is capped and is available on a first-come, first-served basis. Participants are encouraged to take advantage of the lowest rates of the year and register by February 29. Registration rates increase March 1.

The Akron Marathon is a premier sporting event in Northeast Ohio. Each year it hosts a record number of participants and has grown by 10,000 participants since its inaugural year in 2003. In 2011 the Akron Marathon added more than \$5.2 million to the Akron economy, according to *The 2011 Akron Marathon: An Economic Impact Analysis* conducted by The University of Akron’s Department of Economics. The Akron Marathon is ranked as a top 50 marathon in the book *Fairbanks to Boston: 50 Great U.S. Marathons*.

About the Akron Marathon

The Akron Marathon, presented by Time Warner Cable, is organized by the Akron Marathon Charitable Corporation, a nonprofit group that is dedicated to promoting health and fitness. Additional information on the Akron Marathon, half marathon and team relay is available at www.akronmarathon.org or by calling (330) 434-2RUN (2786).

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Editor's Note: For website screenshots and course maps, please contact the media contacts.

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