

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**Akron Marathon Introduces Loyalty Program
National Running Day is Wednesday, June 1**

Akron, Ohio (May 31, 2011) – The [Akron Marathon](#) announced on Tuesday the introduction of the Loyalty Program, a program developed to recognize and celebrate the growing legion of loyal marathon runners who return to Akron each September.

This announcement comes the day before [National Running Day](#), which takes place Wednesday, June 1.

The Loyalty Program includes the Founders Club and 5-Year Club and in the future, a 10-Year Club and 15-Year Club. The Founders Club has been in existence since the race began in 2003. It includes individuals who have finished every marathon or who have missed only one.

“The Loyalty Program is being expanded beyond the Founders Club to encompass a broader and growing group of loyal marathoners – many of whom have emerged in recent years as consistent marathon participants in our event,” said David M. Hunter, Akron Marathon board vice-chairman and course co-chair.

Each club within the Loyalty Program offers benefits as well as club pins and recognition on the website. The 10-Year Club will include a duffel bag and club photo on the website. The 15-Year Club will award members with a signature watch, individual photo on the website, permanently assigned dedicated bib number for exclusive use in future marathons, and a free race entry. The Founders Club gives members an early bird registration rate, Founders Club insignia on the official marathon jacket (must register by August 15), VIP packet pick-up at the pre-event expo, recognition on bib, listing in event guide and induction into Loyalty Program clubs based on qualifying years. Completion of marathons need not be consecutive.

The marathon will hold a pinning ceremony for 5-Year Club members on Friday, September 23, at the Health and Fitness Expo at the John S. Knight Center in Akron. As of September 2010, 216 people have finished the race at least five times. The first 10-Year Club members will be pinned in September 2013. As of September 2010, 53 individuals are on track to enter the 10-Year Club.

“This program honors and rewards those regular participants in our marathon with special benefits and recognition for their loyalty to our race,” Hunter said.

The 9th annual Akron Marathon will take place in downtown Akron on Saturday, September 24, 2011. Participants can register at www.akronmarathon.org.

About the Akron Marathon

The Akron Marathon 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 Novo Nordisk Team Relay is available at www.akronmarathon.org or by calling (330) 434-2786 (2RUN).

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