



METRO HEALTH  
Grand Rapids Marathon  
2009

**For Immediate Release**

**METRO HEALTH GRAND RAPIDS MARATHON  
UNVEILS 2009 SLOGAN**

**Grand Rapids, MI., April 14, 2009** —The Sixth Annual Metro Health Grand Rapids Marathon, set for Sunday, October 18, 2009, is kicking off its 2009 campaign with a new slogan: “See You at the Finish!”

“We wanted to celebrate and capture the range of emotions that people feel when they finish a marathon,” commented Jennifer Crowley, managing partner of Highland Group, the creative design body behind the Metro Health Grand Rapids Marathon.

Race Director Don Kern expects at least 4,000 participants this year, which would track the Marathon’s consistent annual growth of around 20%. The USATF-certified 26.2 mile course is a unique race that delivers a fun and personal experience for runners.

Kern emphasizes the importance of proper training, adding that it takes several months in order to prepare for the 26.2 mile distance covered. Kern suggests that runners who are currently training for the 2009 Fifth-Third River Bank Run 25K could continue their training beyond May’s event, gradually building their mileage in preparation for October’s Grand Rapids Marathon.

Two years ago the Metro Health Grand Rapids Marathon introduced the “Kids’ Marathon,” sponsored by Bagel Beanery, which takes place the day prior to the Marathon. In 2007 nearly 400 children participated, and that number more than doubled in 2008 when nearly 1,000 children ran the Bagel Beanery Kids’ Marathon in 2008. The Bagel Beanery Kids’ Marathon was introduced in response to the growing concern of childhood obesity. “We want to support this great community event and also encourage children to be active and healthy,” stated Jeff Lobdell, president of Restaurant Partners, Inc., which owns Bagel Beanery.

Gazelle Sports is among many local sponsors who enthusiastically support the Metro Health Grand Rapids Marathon. Store manager Scott Sneller, states: “The Metro Health Grand Rapids Marathon is a great event pulling many people within the community together.”

Don Kern says that he would like to “See you at the Finish,” where he stands on race day and personally greets every runner crossing the finish line with a handshake, high five, or a hug.

For more information on the Metro Health Grand Rapids Marathon, visit the website at: [www.grandrapidsmarathon.com](http://www.grandrapidsmarathon.com).

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