



PRESS RELEASE

For Immediate Release

Contact:

**Gary Ferman, Specialty Sports
(954) 558-5203**

**THE FITTEAM PALM BEACHES MARATHON REVISES COURSE TO INCREASE
DOWNTOWN VIBE AND FEATURE BEAUTY OF FLAGLER DRIVE**

The FITTEAM Palm Beaches Marathon will revise its course when it returns on December 8, 2019, consolidating routing to increase the energy of the race and spotlight on picturesque Flagler while also making the event more spectator friendly.

When Kenneth R. Kennerly and his K2 Road Sports acquired the race three years ago, it was with a vision to morph the area's elite distance running event into a weekend community experience. In years one and two, that has included concerts and fireworks.

Now the focus is on the Sunday main event and trying to enhance the experience for runners and their supporters.

"We are tinkering with the race layout to continue to develop the FITTEAM Palm Beaches Marathon as one of the premier running events in the world and feature the famous water views of the Intracoastal and the iconic Palm Beach," Kennerly said. "We want runners to be able to run their best and have the greatest time imaginable along the way. And we want to increase the energy and experience for spectators so that everyone can enjoy everything we have to offer in Palm Beach County."

Look at it as a running party of sorts, brimming with entertainment and fun.

Runners like the water views of Flagler Drive. So rather than starting a race with a 2 1/2 mile loop through vacant downtown streets, the race will take off straight North along the Intracoastal Waterway on Flagler Drive and then loop back to the Downtown area. A southern leg predominantly along Flagler Drive stops just north of Southern Blvd. and then winds back North toward the Half Marathon finish line. Before the finish area near the Meyer Amphitheatre, Marathon distance runners will veer off through downtown West Palm Beach and then head North on Flagler Drive to the Manatee Lagoon before turning back South.

"We will have one of the premier Marathon and Half Marathon courses in the country," Kennerly said.

Spectators like to see the runners. The course adjustment will allow them to cheer their runners of choice multiple times during the race, three times for Half Marathoners (the Start, the middle pass through the race village area and the finish) and six times for those running the full Marathon. Entertainment will be centralized around the start/finish line and the Amphitheatre, enhancing the viewing experience.

The track will remain fast and flat and capable of turning out some of the quickest times in the country if weather cooperates because of the absence of bridges on the course. The race presents a great opportunity for runners to qualify for the Boston Marathon or record personal best times. The lure of waterside beauty and optimal running conditions will also bring runners nationwide and from a multitude of international countries to one of the most unique experiences among distance races around the state and country.

The Marathon and Half Marathon will again be the feature event of a three-day festival of running and fun that begins Friday December 6 at 6:30 p.m. with the Bill Bone 5K and the new 10K from the Sandi Tree on Flagler Drive. The Marathon, Half Marathon and Relay will be held Sunday December 8 beginning at 6 a.m.

A Health and Fitness Expo will be held at the Meyer Amphitheatre in downtown West Palm Beach Friday from 12 noon – 6:00 pm, Saturday from 10:00 am – 6:00 pm and during Sunday's race. The Expo will feature the latest in health and fitness products and services, running apparel, and upcoming race information.

The fun atmosphere will again be accentuated on Marathon race day with the return of the traditional Wacky Water Stations, another element that makes The FITTEAM Palm Beaches Marathon a unique experience. Area charities and homeowners groups will man themed stations throughout the course. The groups will receive \$200 toward their charity for participating and the most creative water station will receive a \$1000 prize.

Runners who want to band together to form four-person teams can participate in the Relay Division of the race. There will be awards for Men, Women, Co-ed and Grand Masters teams.

The FITTEAM Palm Beaches Marathon is again produced by K2 Road Sports, a division of K2 Sports Ventures LLC that is owned by Kennerly, also the Executive Director of The Honda Classic PGA TOUR event in Palm Beach Gardens.

FITTEAM, a Palm Beach Gardens based healthy lifestyle company, and Jupiter Medical Center return as major sponsors.

Registration is open through August 31 at \$105 for the Marathon, \$85 for the Half Marathon, \$50 for the 10K and \$35 for the 5K. Prices then increase an additional \$5 through race week. Packages for entry into the 5K and 10K as well as one of the Sunday races are available along with more information at fitteampalmbeachesmarathon.com.