



For Immediate Release

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Cellcom Green Bay Marathon Shifts to Two-Day Format at Lambeau Field in 2010

Green Bay, WI (December 14, 2009) . The Cellcom Green Bay Marathon and the Green Bay Packers today announced the event will shift to a two-day format beginning in May 2010.

Moving to a two-day format will create less congestion on Sunday morning, which has been a concern for runners and organizers as the event has grown. Since its inception in 2000, the marathon has offered a marathon, marathon relay, half marathon and 5K on the third Sunday in May each year. The Wisconsin Public Service (WPS) KidsqPower Run has traditionally taken place on Saturday but was based at the WPS Corporate Headquarters grounds in downtown Green Bay. The short distance events will now move to Saturday and the marathon, half marathon and marathon relay will continue on Sunday.

Beginning next year, marathon organizers plan to offer a new short distance event - a 2.62-mile Mini Marathon. This event will take place on Saturday morning at 8:30 a.m. and replace the 3.1-mile 5K that traditionally took place on Sunday. An updated WPS Kidsq1K Run for children ages 5-10 will take place on Saturday, as well, moving from Downtown Green Bay to the stadium. The kidsqrun will start in waves beginning at 10 a.m. Both courses will include a lap inside Lambeau Field.

By reducing the distance of our family event to a tenth of a marathon, moving it to a more accommodating time, and pairing it with the kidsqrun, we anticipate a large increase in participation, said Cellcom Green Bay Marathon race director Sean Ryan.

Marathon organizers do not plan to offer timed results for the Mini Marathon or the WPS KidsqRun.

Given the anticipated congestion of several thousand people moving simultaneously through the player tunnel and around the field, it's just not practical to time these events, said Ryan. We will offer prizes to the first 10 men and women to cross the finish line in the Mini Marathon but in general, the focus for these events has shifted from competition to participation.

The marathon weekend has grown into an exciting event for the community, said Packers President/CEO Mark Murphy. We were happy to work with Sean and his staff to enhance the experience at Lambeau Field with two days of running through the stadium, which will make the weekend even more family friendly for runners of all ages and skill levels.

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The eleventh annual **Cellcom Green Bay Marathon** will take place on May 14-16, 2010. Over the past 10 years, the race has generated over \$320,000 in proceeds for local charities. The Cellcom Green Bay Marathon seeks to create community spirit through a world-class marathon for people of all athletic abilities. For more information, visit www.cellcomgreenbaymarathon.com.