



News Release

For immediate release

Media Contact:

Tammy Homan
Media Relations Coordinator
Cellcom/Nsight
920-617-7107
tammy.homan@nsight.com

Cellcom Green Bay 5K is Back

Green Bay, WI (April 11, 2011) . The Cellcom Green Bay Marathon will once again include a 5K event as part of race weekend. The 5K was replaced in 2010 with a 2.62-mile mini-marathon after being part of the event for ten years.

Last year we started the shorter distance mini-marathon with hopes of attracting a family audience, said Sean Ryan, race director of the Cellcom Green Bay Marathon. We were successful in doing this, but we found that the event appealed almost exclusively to families and competitive short-distance runners really missed the opportunity to run the 5K. With the return of the 5K we hope to draw the interest of both audiences.

The Cellcom 5K race will take place on Saturday, May 14, with a start time of 8:30 a.m. The [course](#) will use the same start and finish line as the distance races and includes just four turns before entering the Lambeau Field parking lot.

In our opinion the course design is an improvement from the former 5K, said John Mory, course director for the Cellcom Green Bay Marathon. The previous course had a lot of turns and was a little confusing and could slow a runner down. The 2011 course is as straight-forward as it can get, which makes it fun, fast and easy for the participants to follow.

Similar to the other events at the Cellcom Green Bay Marathon, the Cellcom 5K includes a lap around Lambeau Field and finishes in the stadium parking lot. The event will be chip-timed and awards will be presented to the top three men and women in each age group. Strollers are permitted in this event.

The 3.1-mile 5K is a popular race for short-distance runners, said Ryan. It's also a perfect distance for the beginning runner and families who are looking to get out and get moving together.

#####

The twelfth annual **Cellcom Green Bay Marathon** will take place on May 13-15, 2011. Over the past 11 years, the race has generated over \$410,000 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.

Additional Resources:

- [Five weeks to a 5K plan](#) . with just about five weeks to go, runners still have time to train for the event using this beginner plan.
- **Prevea Training Team** . Prevea Trainers will be available for injury and training consultation on Saturday mornings at 8:00 a.m. as part of the marathon and half marathon training that takes place at West De Pere High School. All 5K participants are welcome to stop out and chat with the trainers.