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BRIAN LARSEN TO RECEIVE 2021 SCOTT A. KEENAN FOUNDER'S AWARD

Part of Original 1977 Staff, Larsen Has Been Longtime Jack-of-All-Trades for Grandma's

(DULUTH, MINN.) --- Brian Larsen was then-executive director Scott Keenan's right-hand man for the first-ever Grandma's Marathon in 1977, and this year on race weekend Keenan will be presenting his longtime assistant and confidant with the 2021 Founder's Award.

An avid runner and member of the North Shore Striders, Larsen was the assistant race director for that first-ever race. Over the years he has been tasked with almost every job imaginable in planning and putting on Grandma's Marathon, from working on the course and at the finish line to helping with race packet pick-up.

Though his involvement slowed down after he married and moved away, Larsen's time and commitment to the race is recognized as vital to its continued growth and success.

"For me, it's been a pleasure to see how the race has become part of the fabric of Duluth and the surrounding area," Larsen said. "Coming back every year is like coming back to family and friends, and this area will always be a place that I love to be."

Larsen was inducted into the Grandma's Marathon Hall of Fame in 2001, and this year will become the fifth person to receive the Founder's Award. Created in 2016, this award is now presented annually by Keenan as a way of honoring those who have embodied the history, vision, and spirit of Grandma's Marathon.

To his longtime friend, who invited him to help more than four decades ago, Larsen now has a simple message.

"Thanks for including me in your crazy dream," he said, "to start a marathon in Duluth."

Larsen now lives in Grand Marais, Minn. and works as the publisher and editor of the Cook County News Herald.



The 2021 Founder's Award will be presented at the ASICS VIP Reception, which will be held on Saturday, June 19 at 6:00 p.m. in the Harborside Ballroom at the Duluth Entertainment and Convention Center (DECC).

For interview requests or more information, please contact Marketing & Public Relations Director Zach Schneider via phone at (218) 343-9874 or via email at zach@grandmasmarathon.com.

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ABOUT GRANDMA'S MARATHON

Grandma's Marathon began in 1977 when a group of local runners planned a scenic road race from Two Harbors to Duluth, Minnesota. There were just 150 participants that year, but organizers knew they had discovered something special. Grandma's Marathon weekend draws approximately 20,000 participants for its three-race event each June.

The race got its name from the Duluth-based group of famous Grandma's Restaurants, the first major sponsor of the Marathon. Over time, the level of sponsorship with the restaurants changed, but the name stayed the same. Grandma's Marathon-Duluth, Inc. is a 501(c)(3) tax-exempt nonprofit organization with a 17-member Board of Directors and a nine-person, full-time staff.



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