

#### FOR IMMEDIATE RELEASE

Contact: Zach Schneider Marketing & Public Relations Director zach@grandmasmarathon.com (218) 727-0947

# PLENTY OF OPTIONS FOR SUPPORTERS AT 2022 GRANDMA'S MARATHON WEEKEND

(DULUTH, MINN.) --- Whether you're trying to follow your favorite runner from start to finish or want to let them know you're cheering from afar, spectators and supporters will have plenty of options to choose from during the 2022 Grandma's Marathon weekend.

### ASICS LIVE TRACKING

Powered by ASICS, the live tracking function is back again this year on the Grandma's Marathon mobile app. This allows family, friends, and fans to track a specific runner's progress throughout either Grandma's Marathon or the Garry Bjorklund Half Marathon, offering real-time updates as they pass through various timing checkpoints along the course.

To download the Grandma's Marathon mobile app, simply search "Grandma's Marathon" in the app store of the Apple or Android device you plan to use for tracking on race day. The live tracking feature can be started by clicking the middle button on the bottom toolbar and then by entering the athlete's name in the search bar.

The app can be downloaded at any time, but the live tracking feature will not be live until the morning of the race on June 18.

## **SHOUTOUT VIDEOS**

Even if you can't be there this year, you can still let your favorite runner know you're cheering for them. For a second straight year, Grandma's Marathon will be offering its fans a chance to record <u>ShoutOut videos</u> to play for their family and friends on race day.



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For those who record a message of support ahead of race day, that message will play automatically as the selected runner passes the JumboTron in downtown Duluth – near Mile 24 for the full marathon, Mile 11 for the half marathon.

#### SOCIAL MEDIA WALL

Grandma's Marathon this year is also offering a way for runners, volunteers, and spectators to share their experience throughout race weekend with a first-of-its-kind social media wall.

Anyone posting a picture to Instagram or Twitter and using the hashtag #gmas22 could be featured on one of two JumboTron screens, one along the racecourse in downtown Duluth and the other in Bayfront Festival Park.

#### LIVE WEBCAST

For anyone wanting to watch the drama unfold from wherever they are, WDIO-TV will take its viewers inside the race, from start line to finish line, and bring you all the biggest moments of the day. Whether you're wanting winning moments or citizen success stories, WDIO-TV has you covered and will put you in the middle of all the day's best action on <u>wdio.com</u>.

### LIVE RADIO BROADCAST

Join Grandma's Marathon legends Dick Beardsley and Doug Kurtis along with Minnesota running royalty Carrie Tollefson as they follow the action live from the course on race day. They'll break down the history and strategy of the race, plus you'll hear from the winners as soon as they cross the finish line. Listen live on The Northland FAN 106.5FM or 560 AM, or stream the broadcast at <u>northlandfan.com</u>.

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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 more than 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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