



## FOR IMMEDIATE RELEASE

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# GRANDMA'S MARATHON FIELD FULL, MARKING ONE OF QUICKEST SELLOUTS ON RECORD

## *New Sign-Up Incentives Announced for 2023 Volunteers*

**(DULUTH, MINN.)** --- The 2023 Grandma's Marathon field has reached its capacity, making this one of the fastest sellouts on record for the 26.2-mile race.

More than 9,000 participants are signed up for both Grandma's Marathon and the Garry Bjorklund Half Marathon, keeping this year's event on pace to be one of (if not) the largest race weekends in history.

"It's phenomenal to be talking about this in mid-March," Marketing & Public Relations Director Zach Schneider said. "It's reason for celebration, for sure, but the real work still lies ahead in making sure all these participants, as well as their families and friends, have a true Grandma's Marathon experience when they come here in June."

Limited entries do still remain in both the William A. Irvin 5K and Great Grandma's Challenge, which enters participants in both the 5K on Friday night and full marathon on Saturday morning. With an entry fee price increase coming April 1, organizers expect those races to also be sold out within weeks.

### **William A. Irvin 5K (40 spots remaining)**

\$50 – January 1-June 1

### **Full Great Grandma's Challenge (150 spots remaining)**

\$215 – January 1-March 31

\$225 – April 1-June 1



To register or to find more information, please visit [grandmasmarathon.com](http://grandmasmarathon.com). The 2023 Grandma's Marathon weekend will be held June 15-17 and is presented by Toyota, Members Cooperative Credit Union, and ASICS.

## **VOLUNTEER SIGNUP UNDERWAY**

With perhaps a record number of participants set to descend on Duluth in June, the hunt is on for the thousands of volunteers who will help make the 2023 Grandma's Marathon weekend a success.

To help encourage community members to volunteer their time, Grandma's Marathon is offering the following incentive programs, both new in 2023:

- Any individual signed up to volunteer prior to April 1 will be entered to win a \$100 gift card to Duluth Pack.
- Groups with 15 or more volunteers will be entered for a chance to win one of three \$1,000 "Golden Tickets" for a donation to a non-profit organization of the group's choosing.

*NOTE: Volunteers should indicate they are a part of the group during the sign up process. If you would like to participate but your group is not listed online, please send an email to [alivia@grandmasmarathon.com](mailto:alivia@grandmasmarathon.com) to be added to the program.*

There are a variety of volunteer positions and shifts available throughout race weekend. For more information or to sign up as a 2023 Grandma's Marathon volunteer, please click [HERE](#).

For any questions or interview requests, please contact Marketing & Public Relations Director Zach Schneider via phone at (218) 343-9874 or via email at [zach@grandmasmarathon.com](mailto: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. After seeing just 150 participants that year, the race weekend has now grown into one of the largest in the United States and welcomes 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. In addition to the 26.2-mile race, the organization has now added the Garry Bjorklund Half Marathon and William A. Irvin 5K to its weekend offerings.

As the popularity of Grandma's Marathon has grown, our mission has stayed the same – to organize, promote, and deliver annual events and programs that cultivate running, educational, social, and charitable opportunities to our communities.

Grandma's Marathon-Duluth, Inc. is a 501(c)(3) tax-exempt nonprofit organization with a nine-person, full-time staff and a 17-member Board of Directors.



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