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SCHMIDT NAMED NEW BOARD CHAIR OF GRANDMA'S MARATHON

Will Lead Organization's Board of Directors Until September 2026

(DULUTH, MINN.) --- Kristi Schmidt has been named the new Board chair of Grandma's Marathon, the organization announced today.

Schmidt, of Duluth, was officially inserted into her new role on October 1. A former staff member at Grandma's Marathon, Schmidt currently serves as the Director of Corporate Engagement for the University of Minnesota Duluth (UMD) and has more than 25 years of marketing and public relations experience, including executive roles at Essentia Health, Visit Duluth, and the Duluth News Tribune.

"I wholeheartedly believe in the mission of Grandma's Marathon and have been proud to serve as an advocate for the organization for many years," Schmidt said. "Grandma's Marathon holds a very special place in the hearts of many, and I look forward to working with our dedicated Board and amazing staff to advance the strategic direction of the organization."

A member of the Duluth News Tribune's inaugural 20 Under 40 class, Schmidt has always been an active member of the community. She's served on the Board of Directors for Downtown Duluth (formerly Greater Downtown Council), Duluth Area Chamber of Commerce, and Visit Duluth and as a Hermantown City Councilor, and she is still active in the UMD and College of St. Scholastica (CSS) mentorship programs.

In addition to being a former staff member at Grandma's Marathon, Schmidt's also served the organization over the years as a volunteer, sponsor, donor, committee member, and Board member. She will serve in her new role as Board chair for the next three years, until September 2026.

The outgoing Board chair is Tom Stanley, who will remain in a leadership role as the organization's general counsel. Also in executive roles are Wing Chan (vice chair, secretary, and treasurer) and Kathryn McLellan, MD (medical director).



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@grandmamarathon.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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