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THORESON NAMED 2024 MARSH NELSON MEDIA AWARD RECIPIENT

Honoring Work Over 3 Decades with Duluth News Tribune, Destination Duluth

(DULUTH, MINN.) --- Jerry Thoreson has been named the 2024 recipient of the Marsh Nelson Media Award, it was announced today by Grandma's Marathon.

Thoreson has been involved with covering the event since the late 1990s, when he worked in the composing room at the Duluth News Tribune. He remembers watching the race from the skywalk that was connected to the newspaper's offices, overlooking the final stretch on Superior Street before participants made the turn for Canal Park and the finish line.

For the past decade, Thoreson has served as the managing director of Destination Duluth, a digital marketing company created with the purpose of fostering a connected, vibrant, and growing city of Duluth.

"We are different than local media," Thoreson said of their work at Destination Duluth. "Most of our audience are outside the area, and we're able to produce nearly 4 million positive impressions of Grandma's Marathon each year to that group of people. We're helping to grow the event's impact, purpose, and scope."

Thoreson and Destination Duluth also managed the event's staff photographers for several years, including a trial Facebook Live feed of the finish line in 2017 that yielded nearly 1.5 million views.

While he admits he was initially hesitant to accept this award, Thoreson is proud of the work Destination Duluth has done with the marathon and eager to extend the now formal partnership between the two entities.

"We get to share the spirit of the race and showcase the unique qualities of a marathon this size on the shores of Lake Superior," he said. "We're doing what we were meant to do – helping to foster a spirit of accomplishment and pride in Duluth, with its small-town charm, hosting a world class event."

Named after longtime KDLH-TV sports director Marsh Nelson, this award is given annually to a media member or organization to recognize and celebrate a longstanding commitment to the coverage and development of Grandma's Marathon.



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Thoreson will officially be presented with his award on Friday, June 21 at the 2024 Grandma's Marathon Awards Luncheon at The Garden Event Center in Duluth.

MARSH NELSON MEDIA AWARD RECIPIENTS

2024 – Jerry Thoreson	2011 – Running Times Magazine
2023 – Chris Allen	2010 – David Jensch
2022 – Deb Messer	2009 – Mark Stodghill
2020-21 – n/a	2008 – Tom Hansen
2019 – Jake Benson	2007 – Barbara Reyelts
2018 – John Gilbert	2006 – Chuck Curtis
2017 – Howie Hanson	2005 – Rik Jordan
2016 – Bob King	2004 – Bruce Brothers
2015 – Townsquare Media	2003 – Bob Rich
2014 – Marathon & Beyond	2002 – Bruce Bennett
2013 – Dan Moller	2001 – Kerry Rodd
2012 – Pat Cadigan	2000 – Marsh Nelson & Kevin Pates

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.

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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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