



## FOR IMMEDIATE RELEASE

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

# QUESTIONS ANSWERED AS NEW-LOOK WILLIAM A. IRVIN 5K REACHES SELLOUT IN UNDER 36 HOURS

Fastest Sellout in Event's History, Breaks Old Mark by Nearly 2 Months

**(DULUTH, MINN.)** --- Organizers wondered what an earlier start time and new racecourse might do to the interest level in the kickoff race to Grandma's Marathon weekend, the William A. Irvin 5K.

They now have their answer.

The race has officially sold out, with more than 2,500 people registering in less than 36 hours. That mark is nearly two months faster than the previous record of late November, set only last year.

"Whenever you make changes to something that's been successful, it's nerve-wrecking," Grandma' Marathon Marketing & PR Director Zach Schneider said. "The early results are in, and we know now more than ever this race and distance resonates with people. The notion of 'it's just a 5K' is no more, and this has turned into something people truly look forward to as part of our race weekend."

The race saw its largest turnout ever just a year ago with 2,188 finishers, but planned construction forced organizers to rethink the racecourse and ultimately the start time for 2025.

The race will now start at 1:00 p.m. as opposed to 6:00 p.m., and the new route will take participants on Canal Park Drive and underneath the finish structure that will be set up for the following day's events, Grandma's Marathon and the Garry Bjorklund Half Marathon.

"To run on the iconic finish stretch of our marathon and half marathon, to be able to cross under that finish line structure, we believe that's a unique and exciting opportunity for our 5K participants," Schneider said.

Organizers say the change in time and route will come with other changes to the Friday schedule on race weekend, which will be announced closer to June, but they expect those changes to be positives especially on out-of-towners arriving to Duluth in the afternoon and early evening.



Adolfson & Peterson Construction | Advantage Embroidery & Screen Printing | Anderson's Maple Syrup | Black Woods Grill & Bar | Cenovus Energy  
Cirrus Aircraft | City of Duluth | Country Hearth Natural Breads | Dasani | DEDA | Duluth News Tribune | Essentia Health | Garmin  
Grand Casino Hinckley/Mille Lacs | Grandma's Restaurant Co. | Great Clips | Holiday Inn & Suites | Holiday Stationstores | Jamar | maurices  
Michelin's | Michelob Ultra | Minneapolis Oxygen | Minnesota Pork Board | Minnesota Power/ALLETE | Northland FAN 106.5 | Powerade ION4  
Storm Creek | Super One Foods | Waste Management | WDIO/WIRT-TV

For those who missed out on this year's William A. Irvin 5K registration, organizers do still have an option that will allow them to sign up for the race:

- **Charity Partners** --- Participants can register through one of the event's official 2025 Charity Partners. When a participant has reached the fundraising goal – set by each organization – they will receive a free entry into the 2025 event of their choice. Approximately 750 total race entries are available through charity partners, though availability will vary by organization.

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](mailto:zach@grandmamarathon.com).

###

#### 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.



Adolfson&PetersonConstruction | AdvantageEmbroidery &ScreenPrinting | BlackWoodsGrill&Bar | BudLight | CirrusAircraft | CityofDuluth | Coca-Cola  
Country Hearth Natural Breads | Dasani | DEDA | Duluth News Tribune | Essentia Health | Grand Casino Hinckley/Mille Lacs | Famous Dave's  
Grandma's Restaurant Co. | Great Clips | Holiday Inn & Suites | Holiday Stationstores | Jamar | maurices | Michelina's | Minnesota Pork Board  
Minnesota Power/ALLETE | Nature's Gem CBD | Northland FAN 106.5 | Powerade ION4 | Super One Foods | Waste Management | WDIO/WIRT-TV