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**CALENDAR RELEASE:**

***Fourth Annual Jeff Galloway 13.1 HALF-MARATHON Premier Race Weekend  
Kicks Off December 15 – 17, 2017***

- WHAT:** The 4<sup>th</sup> annual Jeff Galloway HALF-MARATHON Premier Race Weekend December 15 – 17, 2017 in Atlanta is gearing up for a record 4<sup>th</sup> annual event. The Jeff Galloway Premier Race Weekend, anchored by the Jeff Galloway HALF MARATHON is named for U.S. Olympian, best-selling author and one of the country's most recognized and celebrated experts on running, Jeff Galloway. In addition to the coveted HALF MARATHON course, the premier race weekend includes “Barb’s 5K”, named after Jeff’s wife of 39 years, ‘Fit Kids’ Fun/Run, the “Double G” for those running both the 13.1 and 5K and a two-day Running/Fitness Expo at the Westin Peachtree Plaza. Now in its' fourth year, the Jeff Galloway Premier Race Weekend, HALF MARATHON and Barb’s 5K have quickly become must-attend staples in the running world. The scenic 13.1 mile HALF MARATHON course highlights some of Atlanta’s most historical landmarks. Runners start in Midtown Atlanta, traveling parallel to the M.L.K. historical site, and wind through the Freedom Parkway Trail by the Carter Center along the Beltline.
- WHEN:** December 15-17, 2017 (see schedule of events)
- WHERE:** <https://jeffgalloway131.com/wp-content/uploads/2017/10/JG-13.1-Course-Map.pdf>
- WHY:** Last year, more than 3,500 men, women and children from around the world participated in the Jeff Galloway Premier Race Weekend. Hosted by [Phidippides](#), the oldest specialty running store in the country with two Atlanta locations, and sponsored by [Northside Hospital](#). Training programs to help families get fit together before, during and after the race weekend are a hallmark of this event that helps sustain the positive message of healthy lifestyle behaviors throughout the year. This year, the weekend’s featured guest speaker will be **Olympic gold medalist, Billy Mills**. Mills won the Olympic Gold Medal as a virtual unknown in the 1964 Tokyo Olympics in a dramatic, come-from-behind sprint as the first American to win the Olympic 10,000 meters.
- REGISTER:** For more information or to register, visit <http://jeffgalloway131.com/registration/>  
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## Jeff Galloway Atlanta 13.1 Premier Race Weekend Schedule of Events:

### Friday, December 15

- 11 am – 5 pm: Comprehensive two-day Race Expo at the Westin Peachtree Plaza featuring new vendors, a wide variety of merchandise, running gear novelties, athletic apparel, free samples from sponsors and tastings compliments of Orpheus Brewery. Location: Westin Peachtree Plaza

### Saturday, December 16

- 8 am – Barb's 5K event followed by a unique VIP craft beer tasting experience at Orpheus Brewery and a signature co-branded tasting glass;
- 9 am - Fit Kids Fun/Run event followed by cookie decorating and holiday crafts at Phidippides Running Store;
- 10 am – 4 pm: Comprehensive two-day Race Expo at the Westin Peachtree Plaza featuring new vendors, a wide variety of merchandise, running gear novelties, athletic apparel, free samples, from sponsors and free craft beer tastings compliments of Orpheus Brewery. Location: Westin Peachtree Plaza
- 12 Noon - Keynote Speech featuring Olympic Gold Medalist, Billy Mills. Location: Westin Peachtree Plaza

### Sunday, December 17

- 6 am – Jeff Galloway's VIP Experience (\$100 additional fee)
  - Limited availability
  - VIP pre-race breakfast at the Hyatt Midtown (opens at 6 a.m.)
  - VIP post-race finish line party inside the Greystone
  - Training plan with exclusive Facebook VIP group
  - Express number pick up at the Expo or free race day pick-up!
  - Video guided tour of the historical course/landmarks on the course
  - Front row reserved seating at all speaker sessions
  - VIP photo opportunity with Jeff at Expo and a signed book
  - Entry into the Expo "snack room"
  - Private gear check at the start & pick up at the finish (Greystone)
- 8 am - Jeff Galloway's HALF MARATHON steps off in Midtown Atlanta

### Prices:

- **Barb's 5K** \$32 or \$35 after December 1. (please note: *Barb's VIP Tasting Experience at Orpheus Brewery is an additional fee of \$10. Must be 21 to participate.*)
- **Jeff Galloway 13.1 HALF MARATHON** \$85 or \$99 after December 1. (please note: *Jeff's 13.1 VIP Experience is an additional fee of \$100.*)
- **Double G (Barb's 5K + HALF MARATHON)** \$130 or \$149 after December 1. Register for the Double G – A fun option to do both races. Earn a third medal, and a special branded **Turtle Towel**, a waterproof towel/ seat protector.

For more information or to register, visit <http://jeffgalloway131.com/registration/>.