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***Fourth Annual Jeff Galloway HALF MARATHON Premier Race Weekend Gears up
for Record-Setting Year***

ATLANTA (OCTOBER 1, 2017) – The 4th annual Jeff Galloway HALF-MARATHON Premier Race Weekend, December 15-17, 2017 in Atlanta is gearing up for a record 4th annual event. Last year, more than 3,500 men, women and children from around the globe participated in the Jeff Galloway Premier Race Weekend.

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. The focus of the race is the finish inside of Piedmont Park.

Race founder, Jeff Galloway, is one of the country's most recognized fitness experts. A U.S. Olympian ('72 Munich Olympics - marathon team), author of the best-selling Galloway's Book on Running that has been translated into 37 languages, a renowned motivational public speaker, Galloway was named by *USA Running magazine* as the most recognized person in the sport of running. An Atlanta native and the first winner of the Peachtree 10K Road Race in 1970, Galloway is founder/race director of the [Kaiser Permanente Corporate Run/Walk & Fitness Program](#), one of the largest corporate fitness events in the U.S. registering more than 200,000 runners and walkers in its 35 year history in Atlanta and official Disney Training Consultant for the Disney Princess Half-Marathon in Anaheim, CA and Orlando, FL.

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 meter, Mills set a new record for the event finishing at 28:24. Mills is co-founder of the nonprofit group Running Strong for American Indian Youth, an accomplished businessman, author, and National Spokesperson for Christian Relief Services, helping to raise over \$500 million for charities worldwide.

“The Jeff Galloway Race Weekend presents an opportunity for a large variety of runners and walkers from young children to mature adults, to participate and be a part of my signature hometown event in Atlanta,” said running legend and 1972 US Olympian, Jeff Galloway. “We are thrilled to welcome Billy Mills as keynote speaker at this year’s event and look forward to welcoming the thousands of runners/walkers who come to Atlanta for a unique opportunity to participate and enjoy these signature running events and festive holiday atmosphere throughout our fun-filled premier race weekend.”

Hosted by [Phidippides](#), the oldest specialty running store in the country with two Atlanta locations, and sponsored by [Northside Hospital](#), the mission of Jeff Galloway's Premier Race Weekend is to promote healthy lifestyles with a focus on fitness, families and fun for participants of all ages. 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.

“The JG13.1 is without a doubt my favorite half-marathon out of the 8+ I’ve done in the past five years,” said Gainesville, GA resident and repeat JG13.1 half-marathon registrant, Tricia Myler. “It’s such a nice course, even with the hills. The route is beautifully laid out to show off some of downtown Atlanta's iconic sights and neighborhoods. Fun Expo, well-organized start, GREAT volunteers ALL along the course, even at the end. And, YES, there are people there to cheer for the walkers. EVERYONE comes away feeling like the winner they are. Jeff and Barb have my undying gratitude for creating such a great weekend experience. This event gets better every year. All this is proof that things can (and do) get better as times goes by.”

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

Race course: <https://jeffgalloway131.com/wp-content/uploads/2017/10/JG-13.1-Course-Map.pdf>

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.

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