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FOR IMMEDIATE RELEASE

The Philadelphia Marathon Announces Debut of 39.3 Rocky Challenge

PHILADELPHIA (August 23, 2016) – Today the Philadelphia Marathon, recently named one of the [Best Marathons in the Northeast](#), officially announced the latest enhancement to its 2016 Race Weekend- the inaugural 39.3 Rocky Challenge. This new addition encourages runners to take on the ultimate Philly challenge by facing 13.1 miles of the half marathon on Saturday, November 19 and then 26.2 miles of the full marathon on Sunday, November 20.

Participants can now tackle two courses during two days of the Race Weekend, running a total of 39.3 miles that stretch across Philadelphia. Finishers of the Rocky Challenge will receive medals for both the half and full marathons in addition to an exclusive 39.3 Rocky Challenge finisher medal. Runners who have already registered for either the full or half marathon and are interested in participating in the Rocky Challenge will receive a \$10 discount off their second race registration fee. Those new registrants signing up for both races as part of the challenge will also receive a \$10 discount off their final registration cost. Charity participants registering for the Rocky Challenge through an official Philadelphia Marathon partner will receive their bib at a \$5 discount.

“The latest addition to Race Weekend offers a new level of difficulty for our runners who are always looking to push the envelope,” said Executive Director Sheila Hess. “We anticipate this inaugural year of the 39.3 Rocky Challenge to be not only a huge success but a boost to our registration numbers, which are already surpassing Half Marathon and Rothman Institute 8K registration numbers for this time last year.”

This challenge was named in honor of Philadelphia’s classic fictional champion Rocky Balboa, as the original film *Rocky* celebrates its 40th anniversary. Each race begins and ends near the Philadelphia Museum of Art, not far from where Rocky has been commemorated.

“We were pleasantly surprised by the number of runners and charity partners who were eager to take on 39.3 miles,” said Race Director Jim Marino. “Separating the races from one day to two days now allows our charity partners additional fundraising opportunities and our seasoned runners the challenge of taking on our two updated Philadelphia race courses.”

This new feature to Race Weekend partially arose from the enthusiasm of runners and charity partners, including the American Cancer Society and their DetermiNation program, who reached out expressing their support for a two-race challenge. The American Cancer Society, a Philadelphia Marathon charity partner for six consecutive years, was particularly interested in presenting an additional element to their racing community, team members, and fundraising athletes through their professional training program and extensive community of support.

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About the Philadelphia Marathon

The Philadelphia Marathon weekend, organized by the Office of the City Representative and Philadelphia Parks and Recreation, welcomes nearly 30,000 runners, 60,000 spectators, and 3,000 volunteers each year. Race Weekend 2016 features the Philadelphia Marathon on Sunday, November 20; the Half Marathon, Rothman Institute 8K and Kids Fun Run on Saturday, November 19; and a free two-day Health & Fitness Expo on Friday, November 18 and Saturday, November 19. Race participants pass many of Philadelphia's famous attractions on the swift and scenic USATF-certified course, which is a Boston qualifier. Take the first step to experiencing 26.2 miles of fun, beauty, history and excitement by registering at philadelphiamarathon.com.

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