



FOR IMMEDIATE RELEASE

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GAZELLE GIRL WEEKEND TAKING SHAPE

Opportunities surrounding event include running tours, Expotique and Finish Line Celebration

GRAND RAPIDS, MICHIGAN -- Gazelle Sports has announced a variety of activities to entertain and engage women related to the Gazelle Girl Half Marathon & 5k that will start and finish at Calder Plaza in downtown Grand Rapids on Sunday, April 17. The fourth annual event, presented by Gazelle Sports, Nike, Huntington Bank and Meijer, is the only all women's event of its kind in West Michigan and one of the largest in the state.

"This year's event will encourage women to reward themselves for all their training by taking advantage of some unique opportunities surrounding the Gazelle Girl Half Marathon & 5k in April," explains Cara Zerbel, co-event director, Gazelle Girl Half Marathon & 5k. "Instead of simply driving in to participate early Sunday, we've planned a variety of options for women to enjoy in and around downtown Grand Rapids all weekend!"

Grand Rapids Running Tours will provide complimentary themed 5k running tours on Saturday, April 16 to the first 50 women who register for the 8:30a Art Dart 5k or 10:30a Lady Legends 5k at <https://runsignup.com/GG2016RunTour>. Both tours will start and finish at the JW Marriott, with participants running by a variety of noteworthy locations during each tour.

The Gazelle Girl Expotique, presented by Priority Health, will take place on Saturday, April 16 from 11a-5p at New Vintage Place, a new event venue on the American Seating campus just north of downtown. Featuring half and 5k event check-in and late registration, the Expotique will offer a variety of movement classes, informational workshops, product sampling, jewelry making, Priority Health fan sign creation station, Nike Gazelle Girl wear sales and more! The event is free and open to the public.

"We are delighted to underwrite the Gazelle Girl Expotique again this year and offer women an opportunity to network, learn and form friendships surrounding the Gazelle Girl Half Marathon & 5k," says Amy Miller, manager, public relations and social media, Priority Health. "The Expotique is a reward for all the hard work many of the women have been putting in since before the first of the year to prepare themselves physically and mentally for the challenge they will face on the course on April 17!"

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On Sunday, April 17, a Finish Line Festival will be initiated for the first time for the Gazelle Girl Half Marathon & 5k featuring craft beer from Brewery Vivant, and wine and hard cider from Fenn Valley Winery, along with bottled juices, water and food concession sales. The band Brena, a 2016 Top Pick by <http://www.theknot.com>, will provide post-event entertainment from the Hospitality area on Calder Plaza from 8:30a-1:30p.

The Riverfront Hotel is offering special rates for Gazelle Girls for Friday, April 15; Saturday, April 16; and Sunday, April 17 to encourage overnight stays by Gazelle Girl Half Marathon & 5k participants. The Riverfront Hotel is also offering a pasta bar special on Saturday, April 16. The Amway Grand Plaza Hotel still has a Gazelle Girl special rate available on a few rooms for Friday, April 15 but no longer as the special rate available for Saturday, April 16. More information is available at <http://gazellegirlhalfmarathon.com/weekend-experience-lodging/>.

“We are also working with Kent County Girls on the Run and the Downtown Market on a Friday evening event for Gazelle Girls,” says Zerbel. “Information and ticket sales for that event will be available later this month.”

About the Event

The Gazelle Girl Half Marathon & 5k, presented by Gazelle Sports, Nike, Huntington Bank and Meijer, began in 2013 as the first women’s only half marathon event in Michigan and remains one of the largest events of its kind in the state. Organized by Gazelle Sports, Gazelle Girl connects women through movement, achievement, celebration, friendship and fun. Proceeds from the event will benefit the Gazelle Sports Foundation, Grand Rapids Opportunities for Women (GROW), Kent County Girls on the Run and the YWCA of West Central Michigan. Half marathon and 5k training schedules are available at <http://gazellegirlhalfmarathon.com/training/>. For additional information, including event and volunteer registration, please visit <http://gazellegirlhalfmarathon.com/>.