

**FOR IMMEDIATE RELEASE**

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## **The Empire State Marathon and Half Marathon**

**The Inaugural Empire State Marathon and Half Marathon  
Syracuse, NY October 16<sup>th</sup>, 2011**

Syracuse, NY.—Nov.1<sup>st</sup>, 2010— Achieve Fitness Events, LLC announced the inaugural Empire State Marathon and Half Marathon. The Event will happen Sunday October 16<sup>th</sup>, 2011 and will include the New York State Health and Wellness Expo on Saturday, October 15<sup>th</sup>.

“Being a native of Syracuse, NY and being in the running ‘business’ for the last 12 years. I have always known there was an opportunity to create a premier Marathon and Half Marathon in Syracuse, NY. . This Race will provide a wonderful opportunity to showcase the best aspects of Central, NY to all the visitors who will attend our event during the peak autumn season. Our running Community here is without peer and I know we will impress.”

~ Brian Collins, Event Director of the Empire State Marathon and Half Marathon

The course will begin from the Carousel Mall in Syracuse NY and head towards Liverpool west on Lakeshore Parkway, for a counterclockwise loop around Onondaga Lake. For the Marathon route, runners will make two loops around the lake and finish in the same area.

An additional element of this Race will be a four-person relay, designed to share the race experience with co-workers, family or friends, yet at smaller distances. A relay team consists of four people, with each person running one segment of the entire marathon course, 26.2 Miles. Each relay runner will run roughly 6 to 7 miles per leg. (Registration to open Dec. 1<sup>st</sup>)

A map of the Course, Race Information and Registration can be found at: [www.EmpireStateMarathon.com](http://www.EmpireStateMarathon.com)

### **About the Achieve Fitness, LLC**

Achieve Fitness, LLC is a 12 year old Sports Marketing, Training, and Event Company out of Phoenix, AZ. It has been a leader in Training, Event Management, Travel, Charity Consulting and Sports Marketing. Achieve Fitness, LLC was one of the lead consultants for the now very successful PF Chang’ Rock n’ Roll Marathon in Phoenix, AZ. It is the managing entity of 1<sup>st</sup> Marathon, 1<sup>st</sup> Triathlon and also the recently reacquired, Valley of the Sun Marathon and Half Marathon and Empire State Marathon. The principle owner of Achieve Fitness, LLC (1<sup>st</sup> Marathon) , Brian Collins is a native of Central New York; and graduate of Syracuse University and Le Moyne College.