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BMW Dallas Marathon Opens 2017 Race Registration and Launches Inaugural BMW Weekend Series

Registration available for the BMW Dallas Marathon, Half Marathon, SMU Cox School of Business Relay, as well as 5K and 10K Races and BMW Weekend Series

DALLAS (May 1, 2017) – Registration for the 47th running of the BMW Dallas Marathon, Half Marathon, newly named SMU Cox School of Business Relay and initial BMW Weekend Series launched today at bwmDallasmarathon.com. New to this year's event, the BMW Weekend Series introduces a competitive 5K and 10K race held the Saturday of marathon weekend, December 8-10.

Participants that register early may enter the 2017 BMW Dallas Marathon or Half Marathon field for the same price, starting at \$89. Participants can also register a five-person relay team for the SMU Cox School of Business Relay for \$299, or for the Saturday 5K and 10K races at \$39. For \$149, individuals can choose to take on the BMW Weekend Series: interested runners must complete the 5K or 10K on Saturday, December 9, and finish the BMW Dallas Marathon or Half Marathon the following day. BMW Weekend Series participants will earn a bonus medal, a signature BMW Weekend Series jacket and other exclusive BMW Dallas Marathon race weekend benefits.

"We are excited to expand our race weekend events this year. With the addition of the 5K and 10K races, and the BMW Weekend Series, we will provide our marathon and half marathon participants with a competitive 2-day race series. In addition, our goal with the 5k and 10k races is to invite new participants to experience the thrill of marathon weekend at shorter race distances, making the weekend exciting for all," said Paul Lambert, president of the BMW Dallas Marathon.

New this year, the BMW Dallas Marathon signed a four-year contract with Race Roster, a Canadian-based registration company, and is launching a multiyear partnership with SMU Cox School of Business, the new title partner of the relay distances. All BMW Dallas Marathon, Half Marathon and SMU Cox School of Business Relay finishers will receive a long-sleeved shirt and medal as finisher's items, in addition to their participant shirt.

The 2017 BMW Dallas Marathon will be held on December 10, 2017. On June 1, registration prices for the BMW Dallas Marathon and Half Marathon will increase to \$119, and SMU Cox School of Business Relay and BMW Weekend Series prices will increase to \$399 and \$189, respectively. For additional information or to register, visit bwmDallasmarathon.com.

About the Dallas Marathon

The Dallas Marathon is a nonprofit organization with a focus on promoting health and physical fitness through running events and related activities. Dating back to 1971, the organization hosts year-round events culminating with Dallas' largest and Texas' oldest running marathon:

the BMW Dallas Marathon. Now in its 47th running, the marquee race attracts runners from across the globe and hundreds of thousands of spectators to Dallas' largest single-day sporting event. The BMW Dallas Marathon racecourse highlights iconic Dallas landmarks and is recognized as the official marathon of the city of Dallas. Since naming a primary beneficiary in 1997, the Dallas Marathon has donated more than \$3.9 million to Texas Scottish Rite Hospital for Children. For more information, visit dallasmarathon.com.

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