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BMW Dallas Marathon Unveils New Course for 2017, Honors Race's Origins by Including 9-Mile Lap Around White Rock Lake

New course includes a number of city landmarks including Reunion Tower, Dealey Plaza and The American Airlines Center

DALLAS (August 18, 2017) – Downtown Dallas, Victory Park, Uptown, Highland Park, Lower Greenville, Lakewood, White Rock Lake, Swiss Avenue and Deep Ellum: The 2017 BMW Dallas Marathon, Half Marathon and SMU Cox School of Business Relay unveils a new course and start/finish line that is sure to highlight Dallas' most iconic and beautiful neighborhoods and landmarks. Race officials focused on enhancing the runner and guest experience, including adding more overall downhill miles for both races, and creating a more scenic route for participants and spectators in the updated course design.

The 47th running of the BMW Dallas Marathon is Sunday, December 10, and features a nod to the race's history: for the first time since 2011, marathon participants will complete the 9.3-mile full loop around White Rock Lake, site of the original Dallas Marathon in 1971.

"We worked to create a more dynamic course this year that will be entertaining for runners and spectators," said BMW Dallas Marathon President Paul Lambert. "Moving the start/finish line to Dallas City Hall gives us an amazing backdrop, as well as more opportunities to program pre-race entertainment and post-race celebrations than we have had in recent years. From the start to the finish, we want to ensure that all 13.1 or 26.2 miles of our races energizes participants and creates several "WOW" moments along the course."

All runners will start in Downtown Dallas at the new start/finish line on Young Street in front of Dallas City Hall. The Dallas City Hall footprint will allow the race to accommodate expanded pre-race and post-race festivities adjacent to the start/finish line. From there, runners will head west towards the Trinity River, past the historic Dealey Plaza and fixture of the Dallas skyline, Reunion Tower. Runners will pass Victory Park and The American Airlines Center, pass through Uptown and West Village after leaving downtown, then enter the charming Turtle Creek neighborhood and run through beautiful Highland Park. After crossing through the M Streets, participants will reach Greenville Avenue at the Granada Theater and head South through the popular Lower Greenville corridor full of restaurants, bars and neighborhood block parties.

Marathon and half marathon participants will run together for the first 9 miles. Marathon runners will break off and pass through Lakewood to White Rock Lake, where they will run the 9.3-mile loop around the lake. Once runners exit White Rock Lake from trails along the lake's Southwest side, they will follow a downhill stretch along historic Swiss Avenue and pass through the vibrant Deep Ellum neighborhood before returning to the finish line at Young Street and Akard Street in front of Dallas City Hall.

"We are excited to return to our roots with a loop of White Rock Lake on the marathon course and think both our returning participants and new runners will enjoy the experience. As one of Dallas' most iconic and popular training spots, the lake will deliver a 'home field advantage' for local runners and give our out of town participants a chance to see one of our city's most stunning views," said Lambert.

BMW Dallas Marathon organizers partnered with City of Dallas officials, the Dallas Police Department and DART to finalize the race courses. Top spectator viewing areas, SMU Cox School of Business Relay exchange points, cheer zones, entertainment lineups and other course updates for the Sunday, December 10 BMW Dallas Marathon will be announced in the coming weeks.

In addition to the marathon, specific course information for the Coors Light 5K and 10K, to be held on Saturday, December 9, will also be announced in the coming weeks.

Registration for the 2017 BMW Dallas Marathon, Half Marathon, SMU Cox School of Business Relay, BMW Weekend Series, and Coors Light 5K and 10K is currently available. To register, and or for additional information including the 2017 course maps, please visit bwmdallasmarathon.com.

About the BMW 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' longest 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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