

Cori Bray
BMW Dallas Marathon, public relations
214-891-2901
cori_bray@richards.com



Back for Year Two: Registrations Open for BMW Social 5Ks and BMW Dallas Marathon Social Run Sweepstakes

DALLAS (July 19, 2017) – The 2017 BMW Dallas Marathon, Half Marathon and SMU Cox School of Business Relay may be five months away, but this fall, participants in the Dallas/Fort Worth area will have the opportunity to get a taste of the race day fun. Registrations for the 2017 BMW Social 5Ks and BMW Dallas Marathon Social Run Sweepstakes, which awards one lucky winner a trip and entry into the 2018 BMW BERLIN-MARATHON, are now open.

To be eligible for the sweepstakes, individuals must participate in the 47th running of the BMW Dallas Marathon on Dec. 10, 2017 – running either the marathon or half marathon– and must also register and attend one official [BMW Dallas Marathon Social 5Ks](#). Early registration for each social run is encouraged as space is limited and sell outs are expected.

Hosted by area BMW centers, official BMW Social 5Ks will be held throughout North Texas this fall, including:

- Thursday, September 14 at 7 p.m. – Classic BMW Social Run (6800 Dallas Parkway, Plano, TX 75204)
- Thursday, September 28 at 7 p.m. – BMW of Grapevine Social Run (1111 E. State Hwy 114, Grapevine, TX 76051)
- Thursday, October 12 at 7 p.m. – Autobahn Social Run (2401 University Drive, Fort Worth, TX 76107)
- Thursday, October 26 at 7p.m. – BMW of Arlington Social Run (Viridian, 1200 Viridian Park Lane, Arlington, TX 76006)
- Thursday, November 2 at 7 p.m. – BMW of Dallas Social Run (Trinity Groves, 3011 Gulden Lane, Dallas, TX 75212)

“We are thrilled to bring back the BMW Social 5Ks and offer our participants a chance to run in the 2018 BMW BERLIN MARATHON,” said Paul Lambert, president of the BMW Dallas Marathon. “We are always looking for ways to extend the excitement of the marathon beyond race day and these two experiences give folks additional opportunities to join us for a great run.”

The BMW BERLIN-MARATHON is one of six races that make up the Abbott World Marathon Majors and the site of the most World Record times set in the marathon,

including Dennis Kimetto's world-leading time of 2:02:57. As many as 40,000 runners participate in the BMW BERLIN-MARATHON each year, which is often recognized as the fastest marathon in the world for its flat and fast course through historic and scenic Berlin. Last year, Utah Gentry of Irving won the Sweepstakes, he will be running in the 2017 BMW BERLIN MARATHON on September 24.

One sweepstakes entry will be granted per person, per event attended for a maximum of five contest entries per participant. Additional giveaways at the BMW Social 5Ks include event-specific training shirts, complimentary Chipotle Mexican Grill, Coors Light and more. Some restrictions apply; social run dates and locations are subject to change for weather or other factors. For contest rules, more details or to register for BMW Social 5Ks, visit bmdallasmarathon.com/events/bmw-social-runs/.

Registration for the 2017 BMW Dallas Marathon, Half Marathon, SMU Cox School of Business Relay and BMW Weekend Series is currently available. For additional information or to register as a participant or volunteer, visit bmdallasmarathon.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' 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.

###