



Sports Management from Start to Finish Line

PRESS RELEASE

Contact: Mark Knutson, President
Phone 701/364-2RUN
Mark@CasMarEvents.com

Illinois Marathon Set for Spring 2009!

Champaign-Urbana, IL—CasMar Events, Inc. and a local organizing committee have announced plans for the inaugural Illinois Marathon to be held in Champaign-Urbana, Illinois, on April 24-25, 2009.

The weekend's race events will include a full marathon, half-marathon, 4-person marathon relay, 5K fun run/walk, and youth run all on Saturday, April 25. The races will be preceded by a Health & Fitness Expo, Pasta Feed, and Special Speaker Series on Friday, April 24. All of the weekend events will be held at the University of Illinois, and the highlight of the road races will be a finish at the 50 yard line of the University's Memorial Stadium football field.

Mark Knutson, President of CasMar Events, Inc. and Executive Director of the Fargo Marathon (www.fargomarathon.com), has been working to put the Illinois Marathon together since early 2007. Coordination efforts have included meetings with officials from the cities of Champaign and Urbana, the University of Illinois, and the Champaign County Sports Commission. The current marathon organizing committee consists of a variety of individuals from the Champaign-Urbana market, including a strong representation from the local Second Wind Running Club.

“This community is absolutely ideal for a first-class marathon event,” said Knutson as he described Champaign-Urbana. “From the University of Illinois to the cities’ mayors, the process has been very positive. Couple that with the support of a strong running community, and I am confident that the Illinois Marathon has the potential to be one of the best new running events in the country.”

Joe DeLuce, President of the Champaign County Sports Commission is excited about the event's potential. “This is another great opportunity for the Champaign/Urbana area to become a premier destination for sporting events in Illinois,” said DeLuce.

Title sponsorship negotiations are ongoing with a variety of companies, but nothing has been agreed to at this point. Local sponsors include the University of Illinois Athletics

Department, Body n' Sole Sports, and *Marathon & Beyond* magazine, which is headquartered in Champaign.

“Mark and Cassi Knutson have shown through the growth and success of their community-focused Fargo Marathon that they know what it takes to execute a first-rate event,” says Jan Colarusso Seeley, publisher and co-owner of *Marathon & Beyond*. “We’re thrilled that they’ve selected Champaign-Urbana as the location for their next marathon venture.”

More information about the Illinois Marathon can be found at www.illinoismarathon.com or by calling CasMar Events at (701) 364-2RUN.