



Live, Love, Run!

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Yuengling Shamrock Marathon Weekend in Virginia Beach Recap

March 31, 2014, VIRGINIA BEACH: On March 14-16, J&A Racing hosted 30,000 runners and walkers at the 2014 Yuengling Shamrock Marathon Weekend, a three day event which featured a two day Sports & Fitness Expo and five separate races in Virginia Beach, Virginia. Founded in 2003 when J&A Racing owners Amy and Jerry Frostick first took over the Shamrock Sportsfest, the Yuengling Shamrock Marathon Weekend has become one of the most popular events in the country, growing from 3,000 participants to a record 30,000 registered participants from all 50 states for 2014.

Weekend event highlights include:

- New to the event this year was our *Elite for the Day* challenge where Courtney McDonough of Virginia Beach was chosen to take on our 25+ American and International elite athletes during the TowneBank Shamrock 8K on March 15, 2014. Courtney was given a head start based on her predicted finish time and past performances and reached the finish line 5 seconds before the elites and claimed a \$1,000 prize.
- Maddie Adams, a Senior at Kellam High school in Virginia Beach, was the recipient of the 2014 Rick “Schoonie” Schoonover Memorial Scholarship which is a \$2,500 scholarship that was created for the Yuengling Shamrock Marathon Weekend to honor the memory and service of Richard T. Schoonover II.
- Five separate events, to include the Yuengling Shamrock Marathon; the Anthem Shamrock Half Marathon; the TowneBank Shamrock 8k; the Operation Smile Shamrock Final Mile; and the Leprechaun Dash.
- Two races associated with programs specifically targeting youth fitness and the fight against childhood obesity – the Operation Smile Shamrock Final Mile, and the ACCESS College Foundation 8k Student Challenge (run in conjunction with the TowneBank Shamrock 8k) – which had a combined field of nearly 6,000 student athletes.
- A two-day Sports & Fitness Expo which featured over 150 vendors and exhibitors, and drew over 60,000 visitors
- Two day speaker series which included Bart Yasso, Chief Running Officer of Runner’s World Magazine
- Our premier charity was The LIVESTRONG Foundation and our official charities were Juvenile Diabetes Research Foundation – JDRF, Operation Smile, ACCESS College Foundation, Preseton’s March for Energy, and the Noblemen which together raised approximately \$215,000.00

About J&A Racing

J&A Racing is a nationally known race management company based in Virginia Beach, Virginia with a mission to promote and support healthy lifestyles and the sport of running through the development and growth of their running events throughout Hampton Roads. J&A Racing’s portfolio of fun, festive and family oriented events for runners at all stages in life has expanded to include the ODU Big Blue 5K and 1K, the Halloween themed Anthem Wicked 10K and Old Point National Bank Monster Mile, the Christmas themed Surf-n-Santa 10 Miler and Frosty’s 5K, and the Crawlin’ Crab Half Marathon, 5K, 1K and Craft Brew Fest. For information on all of the J&A Racing events, please visit

<http://www.jandaracing.com/>.