



MISSISSIPPI BLUES MARATHON & HALF-MARATHON

Presented by:  BlueCross BlueShield
of Mississippi
Committed to a Healthier Mississippi.



january 7, 2012 • jackson, ms • www.msbluesmarathon.com

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The Mississippi Blues Marathon and Half-Marathon and the BankTrust First Light Marathon Team Up Again for a *Back2Back* Marathon Weekend!

The Mississippi Blues Marathon and Half-Marathon in Jackson, Mississippi and the BankTrust First Light Marathon in Mobile, Alabama are teaming up *Back2Back* in January for a marathon weekend! Don't miss this opportunity to run two great races in two days, and take home two of America's best medals!

The 5th annual Mississippi Blues Marathon and Half-Marathon will take place on Saturday, January 7, 2012, followed by the 11th annual BankTrust First Light Marathon on Sunday, January 8, 2012. Interested runners are encouraged to participate in both events and will receive a 20 percent discount on entry fees, as well as special recognition and awards. Both events offer challenging courses for runners, featuring full marathon, half marathon, five-person relay team, fun run, and wheelchair divisions.

Proceeds from the Blues Marathon benefit the Mississippi Blues Commission, which works to promote and preserve the state's Blues heritage. "We're excited about the number of runners who participated in the first *Back2Back* race in 2011, and are looking forward to even more joining us in 2012," said John Sewell, Director of Corporate Communications with Blue Cross & Blue Shield of Mississippi, the title sponsor of the Mississippi Blues Marathon & Half-Marathon. "Runners can expect an experience like no other in these premier racing events highlighting some of the best tourist destinations in the southern U.S."

"We welcome the opportunity to partner with the Mississippi Blues Marathon and honor those runners who participate in both events," said Marty O'Malley, Director of L'Arche Mobile and race director of the BankTrust First Light Marathon. "Last year we had over 130 people who participated in both events. This year we are excited to offer this opportunity again."

The BankTrust First Light Marathon, one of Mobile's premier racing events, winds through the city's historic neighborhoods. Proceeds support L'Arche Mobile, which provides services, resources and support for people with intellectual disabilities.

(more)



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Both races will host festivities in their respective downtown areas where the races will end. This spring, *Marathon and Beyond* magazine recognized both races as being in the top 25 medallions in the USA, with the Blues Marathon ranked #22 and BankTrust First Light Marathon ranked as #10.

For more information, including registration information, photos and news, visit www.msbluesmarathon.com and www.firstlightmarathon.com. Registration for both races is available through <http://www.marathonguide.com>.