

January 2014

# SportsEvents

READERS' CHOICE AWARDS

Great stuff for sports event planners

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### AWARDS & RECOGNITION ISSUE

#### ERIC PATRICK MARR

Founder and executive director of Economics and Marketing for RunTheBluegrass, Eric Patrick Marr believes that the single greatest opportunity available to sports event planners is "the chance to ignite a stronger, happier and more fulfilled kind of life for many Americans nationwide."



As part of that opportunity, Marr set out to showcase the natural beauty of Lexington, Ky., by introducing the RunTheBluegrass half marathon in the spring of 2011. "Lexington's majestic, multimillion-

dollar Thoroughbred farms provide some of the most beautiful, peaceful and inspirational running scenery in the entire United States," he said. "It is truly my favorite place to run 13.1 miles anywhere in America."

Since its inception, the race has experienced notable growth from 900 in 2011 to 3,650 in 2013. Marr has also created an entire online community. >

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