John Eickman

HITS Endurance, Inc.

1-845-247-7275

john@hitsendurance.com

**HITS Running Festivals Event Awarded Nebraska State Championship**

*Omaha Marathon Named Nebraska USA Track & Field Marathon Championship*

**Omaha, NE (July 22, 2016):** The Omaha Marathon, presented by HITS Endurance, has been awarded the 2016 Nebraska USA Track & Field Marathon Championship. The 26.2 mile race will take place Sunday, September 18, 2016 at TD Ameritrade Park in downtown Omaha, Nebraska at 7:00am. The course has been both sanctioned and certified by USA Track & Field and is a Boston Marathon Qualifier. Prize money will be awarded to the top three men’s and women’s finishers (with active Nebraska USA Track & Field memberships), as well as for the overall champions for men’s and women’s masters (40+ with active Nebraska USA Track & Field memberships). Prize money will be awarded in the amount of $75/$50/$25 for men and women, with $75 each paid out to the masters champions (male and female). Early registration for the race is open at Omahamarathon.com, with registration prices increasing on August 8, 2016.

The flat, fast course will entice athletes of all levels, and the city of Omaha has much to offer families of athletes. In fact, the Omaha Marathon has partnered with several lodging options to fulfill all housing needs for the weekend. Athletes will finish strong in TD Ameritrade Park to cheers of spectators with their images broadcast on the Jumbo Tron, and will be awarded an Omaha cityscape medal.

All participants will receive a t-shirt and medal for participating. The event will feature a Fitness Expo, where businesses will offer a variety of products to race participants. The pasta party that takes place on Saturday, September 17, 2016 from 4-6 pm will be hosted by The Old Mattress Factory Bar & Grill, and is included with the race entry fee.

**About Omaha Marathon and HITS Endurance:** The Omaha Marathon will appeal to the elite, competitive athlete running a marathon, as well as the newcomer doing the Friends & Family Mile. Our promise of *A distance for everyone!* allows all participants a true "race environment," regardless of distance or competitive level. From the mile to the marathon, you will experience a high-quality, well-executed event from the moment you register, throughout the race and then onto the finish line celebration and Festival.

Our commitment to customer service is second to none. With more than 30 years of experience, we know how to execute big events, with great attention to detail. Those details start and end with our participants.

**About USA Track and Field:** USA Track & Field (USATF) is the National Governing Body for track & field, long-distance running and race walking in the United States. USATF encompasses the world's oldest organized sports, the most-watched events of Olympic broadcasts, the No. 1 high school and junior high school participatory sport and more than 30 million adult runners in the United States. Led by President Stephanie Hightower and CEO Max Siegel, USATF is a volunteer-driven, not-for-profit organization with a staff of professional program administrators at the National Office in Indianapolis.

Benefits to becoming a member of USA Track and Field include online store discounts, magazine subscriptions and sport accident insurance. On a local level, Nebraska USA Track & Field members gain eligibility to various prize money for state championships, as well as race entry discounts (including the Omaha Marathon).