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## **Inaugural Alpharetta Women's Weekend Set For Nov. 2 – 4**

*Full weekend of activities leading up to the half marathon and 5K*

**Alpharetta, Ga.** – Alpharetta truly comes alive during the fall season with sensational events, and the first ever [Alpharetta Women's Half Marathon and 5K Race](#) at [Avalon](#) is sure to be one for the books. The weekend-long celebration features local festivities, special retail offers, and exclusive restaurant deals leading up to the main event, the first Alpharetta Women's Half Marathon and 5K on Sunday, Nov. 4.



The race will kick off with a wave start system at 7 a.m. on Nov. 4 at Gwinnett Tech and take runners on a foot tour of the beautiful fall scenery in Alpharetta with the race ending at Avalon. All pre-registered participants will receive an event shirt, finisher medal, Alpharetta Women's Bag provided by [Athleta Avalon](#), bib tag timing provided by ChronoTrack, complimentary post-race refreshments and live entertainment. Race entry fees for both the Half Marathon and 5K event start at one dollar and increase from that amount as slots sell out, so early pre-registration is encouraged. There is also a \$1,000 prize purse for the top female finishers of the half marathon.

The Alpharetta Women’s Half Marathon and 5K is managed by [Premier Event Management](#), a nation-wide endurance race event organizer, who has partnered with the [The Hotel At Avalon](#) and the [Alpharetta Convention & Visitors Bureau](#) on this event.

“Alpharetta’s Avalon is the perfect venue to host the first annual Women’s Weekend,” said Bill Burke, president of Premier Event Management. “It will give our female athletes the opportunity to participate in complimentary workout sessions, shop, dine and compete in a world-class race all in one location.”

### **Friday, Nov. 2**

1 – 7 p.m. Pre-Race Bib/Package Pickup at Avalon retailers Athleta, RoadRunner Sports, or lululemon

5:30 – 7 p.m. Wellness Weekend Kick Off at [The Hotel at Avalon](#)  
The Hotel at Avalon will be hosting a collective fitness class featuring Flywheel Sports, Athleta, lululemon and Club Pilates in their Skelton Gallery immediately followed by motivational speaker, Sarah Haskins. Registration is complimentary and encouraged. Walk-in participation is available but not guaranteed.

### **Saturday, Nov. 3**

7:30, 8:30 & 10:30 a.m. Complimentary [Flywheel](#) classes for race registrants

9:15, 10:30 a.m. Complimentary Flywheel – Flybarre classes for race registrants

10 a.m. – 6 p.m. Continued Pre-Race Bib/Package Pickup at Avalon retailers Athleta, RoadRunner Sports, or lululemon

2, 3, 4, 5 p.m. Complimentary Club Pilates 30 to 45-minute intro classes offered for race Registrants

Time TBD Lululemon – Evening Yoga class in the Hagood Ballroom at The Hotel at Avalon paired with drinks afterwards  
\*Enjoy a special Barre Crawl with fitness + sip specials throughout the day.

### **Sunday, Nov. 4 (Half Marathon and 5K)**

7 a.m. ½ Marathon Race Start  
\*Runners will be assigned start times in waves based on estimated finish time.

8:30 a.m. 5k Race Start

9:30 a.m. 5K Award Ceremony

10:30 a.m. ½ Marathon Race Ceremony

11 a.m. Finish Line Festivities begin at [participating Avalon retailers](#)

For even more ways to seize the Alpharetta Women’s Weekend, Avalon’s retailers and restaurants are offering discounts for race participants. Retailers such as [All in Heels](#), [Bonobos](#) and [Soft Surroundings](#) and restaurants including [Colletta](#), [Oak Steakhouse](#) and [Barleygarden](#) are offering participants special savings with proof of event registration.

“Alpharetta offers so much to do, see and experience as the home to the Inaugural Women’s Weekend and it is the perfect opportunity to make it a girlfriend’s weekend getaway or staycation, said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “The athletes will have fantastic shopping, dining and entertainment around every corner while they are here for the race. The weekend-long celebration is sure to be an unforgettable event.”

For more information on [registration](#) and special Alpharetta Women's Weekend **hotel rates** in Alpharetta visit, <https://www.awesomealpharetta.com/alpharetta-womens-half-and-5k-race/>.

### **About Premier Event Management**

**Premier Event Management** (PEM) is America's preeminent race director for endurance event race production, race management, road races and triathlon from coast to coast. The New Orleans based company was formed in 1993 with its principals having race management experience since the late 1970's. PEM produces close to 30 triathlons, cycling and road races each year, and has produced and/or timed regional, national, and international championships. Events of note are IRONMAN 70.3 New Orleans, IronKids Alpharetta, New York City Triathlon, Best Damn Race New Orleans, Escape from Alcatraz Triathlon and the Escape Triathlon Series. PEM also launched the **National Women's Running Series** with events in Washington, DC, Naperville, IL, Wilmington, DE, Boise, ID, Vineyard, UT, Napa, CA and now Alpharetta, Ga.

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named "One of the South's Friendliest Cities" by *Southern Living Magazine* and "One of the Best Places to Visit in Georgia" by Vacationidea.com, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

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