

— *awesome* —  
**ALPHARETTA**<sup>SM</sup>  
CONVENTION & VISITORS BUREAU

**Media Contact**

Kendall Bagley  
PR & Social Media Director  
678-297-2811  
kendall@awesomealpharetta.com

**Celebrate Being a Woman and Register for the Alpharetta Women’s Half Marathon & 5K Race!**

**ALPHARETTA, GA - (October 2, 2023)** – Lace up your sneakers and prepare for another year of the [Alpharetta Women’s Half Marathon & 5K Race](#) which is set for Sunday, November 5, 2023, starting and finishing at [Avalon’s](#) Boulevard. Presented by Altra, the race offers an awesome course to conquer whether you are participating as a serious competitor or a fast-paced walker.



The race will start via wave system beginning at 7:30 a.m. Participants will be seeded into wave groups according to their estimated finish time. The race route will take runners through picturesque portions of Alpharetta, passing by fall foliage and lovely scenery that make the competition feel like a relaxing adventure. Concluding with a post-race party on the Plaza in Avalon, pre-registered participants will receive an event shirt, finisher medal, and bib tag timing. Post-race festivities will also include food and refreshments.

“We’re excited to be back for the Alpharetta Women’s Half Marathon & 5K Race for its fourth year,” said Nick Lynch, President of 10x EM, LLC. “More than a thousand female athletes from over 22 states will hit the ground running beginning in Avalon and traverse the winding roads of Alpharetta.”

With over one thousand athletes visiting Alpharetta for this event, local restaurants, shops, attractions, and hotels can expect to see runners, as well as their friends and family as their cheering squads,

throughout the city that November weekend. Encouraging visitors to travel to Alpharetta is the goal of the Alpharetta Convention & Visitors Bureau, who worked with 10x EM, LLC. to bring this epic event to the city. Events like the Alpharetta Women’s Half Marathon & 5K Race have a profound economic impact on the city, touching many local businesses while also showcasing Alpharetta’s amazing attractions and amenities.

“Beyond the race, there is so much for the participants to experience in Alpharetta,” says Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. “This is the perfect opportunity to plan a girlfriend’s weekend getaway or staycation. The athletes will have fantastic shopping, dining and entertainment at their fingertips before and after the race!”

For more information on registering and booking your stay for the Alpharetta Women’s Half Marathon and 5K, visit <https://www.awesomealpharetta.com/alpharetta-womens-weekend-half-marathon-and-5k/>.

#### **About 10xEM**

**10xEM:** The Chicagoland based company has over 20 years of race production experience. 10xEM has helped produce close to 200 triathlons and road races and has produced regional and national championships. 10xEM also owns and operates four events in the **National Women’s Running Series** which are located in [Washington, DC](#), [Naperville, IL](#), [Napa, CA](#) and [Alpharetta, GA](#).

#### **Alpharetta Convention & Visitors Bureau**

The Alpharetta Convention & Visitors Bureau serves as the Official Destination Marketing Organization for the city of Alpharetta, Georgia. Book a hotel stay at one of the Alpharetta’s 30 modern and upscale hotels directly at [www.awesomealpharetta.com](http://www.awesomealpharetta.com). Alpharetta was recently named in the top 10 of “The South’s Best Cities 2023” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

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