



FOR IMMEDIATE RELEASE

Run, Relax, Repeat: Alpharetta Women's Half Marathon & 5K presented by HOKA Returns November 2

*Alpharetta Welcomes Runners from Across the Southeast for an Inspiring
Weekend of Fitness and Fun*



ALPHARETTA, GA – (October 1, 2025) – Lace up and get ready: the Alpharetta Women's Half Marathon & 5K presented by HOKA is back on Sunday, November 2, 2025, inviting women from across the Southeast to run, relax, and repeat in one of Georgia's most scenic fall races. Starting at 7:00 a.m. with a wave system, participants will be grouped according to their estimated finish times, ensuring a smooth and safe race start. The course winds through Alpharetta's picturesque streets, where vibrant fall foliage and charming scenery create the perfect backdrop for both seasoned athletes and casual runners.

Runners will celebrate their finish in style with a lively post-race party on the Plaza at Avalon, featuring food, refreshments, music, and camaraderie. All pre-registered participants will receive a commemorative event shirt, finisher medal, official bib tag timing, and free downloads of all their event photos.

"We're thrilled to bring the Alpharetta Women's Half Marathon & 5K back for its seventh year," said Nick Lynch, President of 10x EM, LLC. "More than a thousand female athletes

from over 23 states will start from Avalon and experience the beauty of Alpharetta's rolling roads, supported every step of the way by their families, friends, and fans." With athletes traveling in from across the country, the event brings a significant economic boost to Alpharetta. Local shops, restaurants, attractions, and hotels can expect to welcome both runners and their cheering squads throughout the weekend.

"Beyond the race itself, participants will discover just how much Alpharetta has to offer," said 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, with incredible dining, shopping, and entertainment waiting before and after race day."

The Alpharetta Convention & Visitors Bureau partnered with 10x EM, LLC. to bring this dynamic event to the city, further cementing Alpharetta's reputation as a premier destination for fitness, travel, and leisure.

For registration details and travel planning for the Alpharetta Women's Half Marathon & 5K presented by Hoka, visit <https://www.awesomealpharetta.com/alpharetta-womens-weekend-half-marathon-and-5k/>.

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About 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 is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*.

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