



FOR IMMEDIATE RELEASE

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Waddell & Reed Kansas City Marathon and IMT Des Moines Marathon partner to create I-35 Challenge

KANSAS CITY, MO (July 7, 2014) – Take the challenge, the I-35 Challenge if you dare. The Kansas City Sports Commission has teamed up with the IMT Des Moines Marathon to create the I-35 Challenge. Runners can participate in the Waddell & Reed Kansas City Marathon on Saturday, October 18 then drive north on I-35 and participate in the IMT Des Moines Marathon on Sunday, October 19. The races have been on the same weekend for eight years with Kansas City on Saturday and Des Moines on Sunday.

“For the past several years we have been looking into different ways to enhance the race weekend experience for our participants,” said Sarah Dee, Director of Events. “What better challenge than to run two races on the same weekend? Especially as ultramarathons and other extreme distance events grow in popularity.”

Participants have two running experiences to pick from. They can run the full marathon in Kansas City and then the full marathon in Des Moines or they can run the half marathon in each city creating one full marathon. Participants must first register for each event then register for the I-35 Challenge for a minimal fee of \$20. Everyone who registers for the I-35 Challenge will receive a special shirt in Kansas City and a special medal after crossing the finish line in Des Moines. Participants will also wear a special bib at both races. In addition to the special I-35 Challenge shirt and medal, participants will also receive a race shirt and medal for each race, which will add up to three shirts and three medals when the weekend ends.

“The I-35 Challenge provides our athletes a unique opportunity to experience two great Midwest races in the same weekend. Combining the Waddell & Reed Kansas City Marathon and IMT Des Moines Marathon into a two-day endurance challenge seems like a natural fit in today’s endurance and obstacle filled world of adventure racing. The initial feedback and interest in the I-35 Challenge has been impressive. It will really add to the race weekend atmosphere for both races,” said Chris Burch, Director of Racing and Events for the IMT Des Moines Marathon.

Registration is open for both events and the challenge. To register for the Waddell & Reed Kansas City Marathon [click here](#), to register for the IMT Des Moines Marathon [click here](#) and to register for the I-35 Challenge [click here](#).

About The Kansas City Sports Commission and Foundation

The Kansas City Sports Commission & Foundation benefits the Kansas City region through sports by creating, attracting and managing major sporting events for Kansas City. And, promote the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.

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