

# Dopey Challenge Among Dizzying Enhancements for 2014 Walt Disney World Marathon Weekend

## Four-race challenge will produce six-medal opportunity for runners; New Walt Disney World 10K expands weekend event to five days; popular Runner's World Challenge returns

LAKE BUENA VISTA, Fla. (March 22, 2013) – After celebrating its 20<sup>th</sup> anniversary earlier this year, the Walt Disney World Marathon Weekend presented by Cigna is getting even bigger next year and is offering runners another challenge that will be, well, Dopey.

The 2014 Disney Marathon Weekend, **Jan. 8-12**, will expand to five days and will include a 10K, along with the Family Fun Run 5K, the Disney Half Marathon, the Disney Marathon and Goofy's Race and a Half Challenge. That creates the opportunity for an unparalleled proposition in the running industry: **The Dopey Challenge** – running all four timed events in successive days (48.6 miles) for the chance to earn an unprecedented six medals.

After the Disney Family Fun Run 5K on Thursday, *runDisney's* new **Walt Disney World 10K**, a 6.2-mile timed event, takes place Friday, at Epcot. Runners completing the race will receive a Minnie Mouse inspired medal.

As in past years, the Walt Disney World Half Marathon will be run on Saturday followed by the Walt Disney World Marathon on Sunday. Runners who complete both – Goofy's Race and a Half Challenge – will receive a special Goofy-themed medal. Add on the 5K and the 10K and runners can earn four medals, one for each race completed, plus the Goofy and new Dopey Challenge medals, for a total haul of six medals.

In addition to those four races, the Disney Marathon Weekend will feature *runDisney* Kids Races and the Mickey Mile, which both take place at the **ESPN Wide World of Sports Complex**. Special ticketed breakfasts with characters will be Thursday and Friday following the Family Fun Run 5K and 10K at Epcot, Pasta in the Park parties at Epcot and runners can celebrate their accomplishments from the weekend at the Cool Down Party at Downtown Disney on Sunday.

The expanded five-day race weekend begins on Wednesday with the start of **Disney's Health and Fitness Expo** giving runners extra time to pick up race packets, shop for the latest running apparel and technology, and meet experts such as *runDisney* official training consultant **Jeff Galloway** and *runDisney* nutritionist **Tara Gidus**. The expo is free and open to the public.

Online registration for all Walt Disney World Marathon Weekend events opens April 9, but runners can enter early by signing up for the **Runner's World Challenge** starting April 2. This limited opportunity allows runners to register for the Half Marathon, Marathon, Goofy Challenge or Dopey Challenge, receive customized training plans from *Runner's World* magazine editors and enjoy VIP experiences throughout weekend.

For more information and to register for Walt Disney World Marathon Weekend events and other *runDisney* races, go to [www.runDisney.com](http://www.runDisney.com).

### **Schedule of Events**

Disney's Health and Fitness Expo

Jan. 8 – 11

ESPN Wide World of Sports Complex

Disney's Family Fun Run 5K

Jan. 9, 6:30 am

Epcot

*runDisney* Kids Races and Mickey Mile

Jan. 9, 10 & 11

ESPN Wide World of Sports Complex

Pasta in the Park Parties

Jan. 9, 10 & 11

Epcot

*runDisney* Family Reunion Breakfast

Jan. 9 & 10

Epcot

Walt Disney World 10K

Jan. 10, 5:30 am

ESPN Wide World of Sports Complex

Walt Disney World Half Marathon

Jan. 11, 5:30 am

Epcot

Walt Disney World Marathon

Jan. 12, 5:30 am

Epcot

Cool Down Party

Jan. 12

Downtown Disney

### **About *runDisney***

*runDisney* is a series of seven event weekends providing runners unique opportunities to run various distances through Disney theme parks. Race participants earn Disney-themed medals, experience legendary Disney entertainment and guest service and ultimately celebrate their accomplishments with a Disney vacation. The original event in the series, the Walt Disney World Marathon Weekend presented by Cigna, takes place in January followed by the Disney Princess Half Marathon Weekend in February, Expedition Everest Challenge in May *The Twilight Zone Tower of Terror* 10-Miler in October and the Disney Wine & Dine Half Marathon Weekend in November. Disneyland hosts the Tinker Bell Half Marathon Weekend in January and the Disneyland Half Marathon in September during Labor Day Weekend. More than 125,000 running enthusiasts participate in *runDisney* events each year. For more information, visit [www.runDisney.com](http://www.runDisney.com) and follow us on **Facebook (*runDisney*)** and **Twitter @runDisney**.

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