

# St. Jude Memphis Marathon Weekend

presented by *Juice*  
PLUS+



MARATHON • HALF MARATHON • MEMPHIS GRIZZLIES HOUSE 5K • FAMILY RACE

## *Media Guide*

*Memphis, Tenn.*  
*Thursday, Dec. 1, 2011 – Saturday, Dec. 3, 2011*

*Celebrating 10 years of supporting St. Jude Children's Research Hospital  
and its fight against childhood cancer*

[www.stjudemarathon.org](http://www.stjudemarathon.org)



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## Important Media Information

### **Media Contacts:**

#### **Aisha Rogers**

Specialist, Public Relations  
St. Jude Memphis Marathon  
Office: 901.578.1565  
Cell: 901.216.3132  
E-mail: [aisha.rogers@stjude.org](mailto:aisha.rogers@stjude.org)

#### **Angela Richmond**

Director, Public Relations  
St. Jude Memphis Marathon  
Office: 901.578.6658  
Cell: 901.338.8618  
E-mail: [angela.richmond@stjude.org](mailto:angela.richmond@stjude.org)

#### **Sarah Newman**

Manager, Public Relations  
St. Jude Memphis Marathon  
Office: 901.578.2448  
Cell: 901.336.2203  
E-mail: [sarah.newman@stjude.org](mailto:sarah.newman@stjude.org)

#### **Marcus Watson**

Coordinator, Public Relations  
Memphis Grizzlies House 5K & Family Race  
Office: 901.578.1526  
Cell: 901.907.6639  
E-mail: [marcus.watson@stjude.org](mailto:marcus.watson@stjude.org)

### **Race Weekend Media Center:**

AutoZone Park  
200 Union Avenue  
Suite #9, located on the 2<sup>nd</sup> floor  
901.216.3132

### **Press Credential Access**

To obtain a press credential for the Start Line, Finish Line and Media Center download and complete the Media Credential Form located at [www.stjudemarathon.org/press.html](http://www.stjudemarathon.org/press.html) and e-mail it to [aisha.rogers@stjude.org](mailto:aisha.rogers@stjude.org) or fax it to the attention of Aisha Rogers at 901.578.2803.

### **Athlete Interviews**

Athlete interviews will take place in the Media Center from 9:30 a.m. – 12:00 p.m. on race day, Dec. 3. *No athlete interviews will be permitted at the Finish Line.*

### **Post-Race Photos, News and Results**

Results, news and photos from the 2011 St. Jude Memphis Marathon will be available following the race. Race times will be available within 24 hours after the event and can be viewed by visiting [http://www.stjudemarathon.org/past\\_results.htm](http://www.stjudemarathon.org/past_results.htm). News releases and updates can be accessed by visiting <http://www.stjudemarathon.org/press.html>. For any additional questions about results, news and photos on race day, contact Aisha Rogers at 901.216.3132 or [aisha.rogers@stjude.org](mailto:aisha.rogers@stjude.org).

# Race Week Itinerary

## Thursday, Dec. 1

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12:00 p.m. – 6:00 p.m.      **Marathon/Half Marathon/5K/Family Race Packet Pickup and Expo** – *Memphis Cook Convention Center*

## Friday, Dec. 2

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11:00 a.m. – 9:00 p.m.      **Marathon/Half Marathon/5K/Family Race Packet Pickup** – *Memphis Cook Convention Center*

11:00 a.m. – 8:00 p.m.      **Expo** (open to the public) – *Memphis Cook Convention Center*

5:00 p.m. – 10:00 p.m.      **Friday Night Carbo and Pasta Dine Around** – *Participating Downtown Restaurants*

6:00 p.m. – 8:00 p.m.      **Private Pasta Party for St. Jude Heroes** – *Memphis Cook Convention Center, Grand Ballroom*  
Guest speaker: *Hal Higdon*

## Saturday, Dec. 3

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7:15 a.m.      **Memphis Grizzlies House 5K Start** – *Third St. at Beale*

7:30 a.m.      **Top 5K Runners Arrival at Finish Line** – *AutoZone Park, third baseline*

7:50 a.m.      **Marathon/Half Marathon Wheelchair Start** – *Fourth St. at Beale*

8:00 a.m.      **Marathon and Half Marathon Start** – *Fourth St. at Beale*

9:00 a.m. – 9:10 a.m.      **Top Half Marathoners Arrival at Finish Line** – *AutoZone Park, third baseline*

10:00 a.m. – 10:20 a.m.      **Top Marathoners Arrival at Finish Line** – *AutoZone Park, first baseline*

1:00 p.m.      **St. Jude Memphis Family Race and Kids Marathon Start** – *Third St. at Madison*

1:15 p.m.      **St. Jude Memphis Family Race and Kids Marathon AfterParty** – *YMCA of Memphis and the Mid-South*

1:30 p.m. – 4:00 p.m.      **Beale Street AfterParty**

2:00 p.m.      **Courses begin to close**

2:00 p.m.      **Awards Ceremony at Rum Boogie Café** – *Beale Street*

3:30 p.m.      **Finish Line Closes**

## St. Jude Memphis Marathon Expo and Packet Pick-up

The St. Jude Memphis Marathon Weekend annually hosts more than 50 exhibitors at the Memphis Cook Convention center in Downtown Memphis. Exhibitors present the newest designs in running apparel and gear, as well as the latest developments in sports, fitness and nutrition. The Expo welcomes more than 25,000 visitors and is the site for packet pick-up for all 16,000 Marathon participants. The two-day St. Jude Memphis Marathon Weekend Expo is free and open to the public.

### Location

The Memphis Cook Convention Center in Downtown Memphis  
255 North Main St.  
Memphis, TN 38103  
[Parking Map](#)

### Hours/Package Pickup

Thursday, December 1	Noon – 6 p.m.
Friday, December 2	11 a.m. – 9 p.m.

*The Expo closes at 8 p.m.*

*For a full list of vendors, visit [www.stjudemarathon.org/late\\_registration.htm#exhibitors](http://www.stjudemarathon.org/late_registration.htm#exhibitors)*

## Elite Athletes

This is the first year prize money is not offered (except for MTRC members). The St. Jude Memphis Marathon Weekend waives the entry fee in the marathon and half marathon for Elite Athletes who have bettered the below standard finish times in qualified races in a 24-month period prior to this year's St. Jude Memphis Marathon Weekend.

	<b>Male</b>	<b>Female</b>
Marathon	2:40	3:10
Half marathon	1:15	1:30

In addition to free entry, qualified Elite Athletes also will be provided expedited check-in at the Expo, participation in the first wave at the race start and access to the private Elites-only suite at AutoZone Park baseball stadium (site of the finish). A limited number of complimentary lodging opportunities also are available for the top Elite marathoners.

# St. Jude Memphis Marathon Weekend Facts

## Event Facts

- The St. Jude Memphis Marathon Weekend is a collaborative effort between ALSAC/St. Jude Children’s Research Hospital and the Memphis Runners Track Club.
- Race weekend includes a Marathon, Half Marathon, the Memphis Grizzlies House 5K and the St. Jude Memphis Family Race and Kids Marathon.
- Prior to the Saturday races, the Expo is held at the Cook Convention Center and features more than 50 vendors.
- All races end at AutoZone Park.
- The St. Jude Memphis Marathon is a Boston Marathon qualifier.
- Proceeds from all four races benefit St. Jude Children’s Research Hospital.

## Historical Information

- Originally, the marathon began in 1977 as the Memphis Express. Later it was known as the First Tennessee Memphis Marathon from 1987-2000. There was no race in 2001. St. Jude became affiliated with the race in 2002.
- Four year registration history:

Race	2007	2008*	2009*	2010*
<b>Marathon</b>	2,334	3,000	3,500	3,500
<b>Half Marathon</b>	6,490	8,000	8,100	8,100
<b>MGH 5K</b>	2,524	3,000	4,000	4,000
<b>SJ Family Race &amp; Kids Marathon</b>	n/a	n/a	316	787
<b>Totals</b>	11,348	14,000	15,916	16,387

*\*The Marathon, Half Marathon and 5K were sold out.*

## 2010 Statistics:

- In 2010, runners and walkers from 49 states, Washington, D.C. and 44 countries participated in race weekend.
- More than 4,200 of all participants were St. Jude Heroes. They raised funds for St. Jude by securing pledges from friends, family and co-workers.
- Through donations collected by St. Jude Heroes and race proceeds, more than \$3 million was raised in support of the lifesaving research and treatment conducted at St. Jude.
- More than 61 percent of all registrants are from outside the Memphis metro area.
- Thirty percent of all registrants were from more than 200 miles from the city of Memphis.

## Weather (historical temperatures in Memphis for first week of Dec.)

Average high . . . 56 degrees F (record high is 81 in 1982)

Average low . . . 38 degrees F (record low is 15 in 1937)

Mean . . . 46 degrees

## 2011 Top Storylines

### **Celebrating 10 Years**

The 2011 race marks the 10th year that St. Jude has been the sole beneficiary of the event. Since its inception, more than \$16 million has been raised through event proceeds and the St. Jude Heroes program.

### **\$5 million Impact**

The St. Jude Memphis Marathon Weekend is a boost for the local economy, attracting 25,000 visitors and participants from more than 49 countries and all 50 states who travel to Memphis and fill hotel rooms, retail shops and restaurants the first weekend in December. According to the Memphis Convention and Visitors Bureau, the 2010 St. Jude Memphis Marathon contributed nearly \$5.6 million in economic impact to Memphis, a 10% increase over the previous year.

### **St. Jude Heroes – Running for a Reason<sup>®</sup>**

Heroes fundraise for the hospital as they train by setting a personal fundraising goal and asking sponsors to make donations for their efforts. Last year, through donations collected by more than 4,200 St. Jude Heroes and race proceeds, \$3 million was raised to support the lifesaving research and treatment conducted at St. Jude

### **The Most Meaningful Race You'll Ever Run**

More than 11,000 Marathon and Half-Marathon participants run through the St. Jude campus on race day. And as runners enter the campus from the west gate at Third Street, they are greeted by St. Jude patients, their families and volunteers who line both sides of the street with hand-made signs, thunder sticks, and enthusiastic rally cries of encouragement. Along the event's route through Downtown and Midtown Memphis, bystanders cheer on the runners and walkers, giving high-fives and waving signs of support for individual runners and other teams in the event. The finale is the world-class finish in AutoZone Park, home of the Memphis Redbirds minor league baseball team. "Not many races have that feel-good nature or St. Jude moments that ours offers," said event coordinator Dwight Drinkard. "We always hear from runners that their favorite part of the race is running through the St. Jude campus and seeing all the patients and staff cheering them on. That's an experience that no other race can give you."

### **Working Together**

Every year the St. Jude Memphis Marathon Weekend celebrates partnerships, friendships and support systems that come together to successfully stage this quality race experience for the entire family. More than 3,000 volunteers and community groups dedicate time and energy to cheer and man water stations along the course, hand out participant packets and T-shirts at the St. Jude Memphis Marathon Weekend Expo and perform countless other roles that provide for an amazing race weekend experience for more than 16,000 participants.

### **Pace Teams**

The St. Jude Memphis Marathon Weekend features pace teams to offer support to runners and walkers with reaching their marathon goal and is coordinated by volunteer members of the Memphis Runners Track Club. There is no cost to run with a Pace Team and participants can stop by the pace team booth at the St. Jude Memphis Marathon Expo after they pick up their information packet and race number. Pace team leaders will be available to talk about strategy, how to locate your group at the start line and other general questions. Pace teams are organized at 17 target finish times, beginning with 3:05 through a finish time of 5:40, in 5, 10 or 15 minute intervals. For more information, visit the pace teams page: <http://www.stjudemarathon.org/paceteams.htm> or their booth at the Expo.

## Awards & Prizes

The St. Jude Memphis Marathon Weekend no longer offers general prize money to all participants in any race. However, the Memphis Runners Track Club (MRTC) awards a total of \$2,000 in regional prize money to the top three male and top three female finishers in the marathon who are MRTC members in good standing and whose principal residence is within a 75 mile radius of Shelby County, Tennessee. Money will be awarded to each gender as follows:



- First place - \$500
- Second place - \$300
- Third place - \$200

No prize money will be awarded for the half marathon, the Memphis Grizzlies House 5K or the St. Jude Family race.

Only the results for the Open (Overall) division in all three races (including for awarding of MRTC regional prize money) are based on the actual order of finish (“gun time”). Results determining the awarding of trophies and plaques in all other divisions and age groups of all races are based on “chip time.” Runners will be eligible for awards and prizes only in the specific race for which they registered. Also, while the ban on wearing listening devices has been lifted, the event will continue to enforce a “no headphone” policy for those competing for MRTC regional prize money.

The St. Jude Memphis Marathon Weekend awards trophies to the top three male and top three female runners in both the Marathon and Half Marathon in the following divisions: Open (Overall), Masters (40+), Grand Masters (50+), Senior Masters (60+), Wheelchair Athletes and Residents of Shelby County, Tennessee. Trophies for the Open (Overall) Division of both races will be awarded at the Awards Ceremony on race day. All other trophies are mailed within two weeks after the event.

Plaques are awarded to the top three male and female runners in both the Marathon and Half Marathon in the following age groups.

11-15 (Half Marathon only)

16-19 30-34 45-49 60-64 75+

20-24 35-39 50-54 65-69

25-29 40-44 55-59 70-74

## Course Closing

The St. Jude Memphis Marathon Weekend course is officially open for six hours after the official start time (or adjusted if a late start). Traffic control by the Memphis Police Department, the use of cones and the operation of aid stations will cease in stages along the course (some before 2 p.m.) as the event progresses. Volunteers continue to monitor participants' progress along the course once normal vehicular traffic resumes.

The St. Jude Memphis Marathon finish line operates until 3:30 p.m. Official times are recorded, and medals will be distributed until this time.

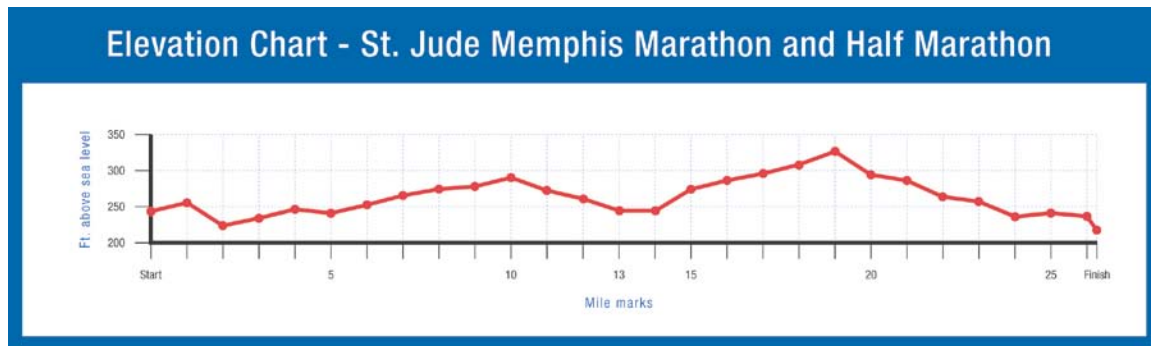
### Course Elevations

Start = 245 feet above sea level

Finish = 215 feet above sea level

Highest point = 330 feet above sea level

Lowest point = 215 feet above sea level



## 2010 Race Results



2010 St. Jude Memphis Marathon Male and Female Top Finisher Peter Kemboi and Leah Thorvilson

### St. Jude Memphis Marathon

#### Male

1. Peter Kemboi	29	2:26:29	Hebron, KY
2. Dereje Hailegiorgis	34	2:26:31	Albuquerque, NM
3. Ronald Kurui	28	2:26:37	Nashville, TN

#### Female

1. Leah Thorvilson	31	2:40:20	Little Rock, AR
2. Firaya Sultanova-Zhdan	49	2:52:11	Gainesville, FL
3. Muliye Gurm	26	2:54:07	Bronx, NY

### St. Jude Memphis Half Marathon

#### Male

1. Joshua McAdams	30	1:08:01	Cordova, TN
2. Christopher Winter	28	1:14:45	Jackson, TN
3. Dwain McDuffie	40	1:17:04	West Monroe, LA

#### Female

1. Rachel Best	37	1:28:36	Memphis, TN
2. Jennifer Wieman	30	1:32:35	O'Fallon, IL
3. Audrey Hazlehurst	18	1:33:08	Jackson, TN

## **St. Jude Memphis Marathon Weekend: By the Numbers**

### **Event Overview**

- 1 – Presenting Sponsor: Juice Plus+
- 2 – Partners: Memphis Runners Track Club and St. Jude Children’s Research Hospital
- 4 – Races
- 17 – Pace teams
- 27 – Operating committees
- 49 – Foreign countries represented in 2010 races
- 49 – U.S. states represented in 2010 races
- 50+ – Exhibitors at two-day Expo
- 4,900 – Registrants participating as St. Jude Heroes
- 25,000 – Visitors to Memphis for the event

### **Course**

- 24 – Aid Stations
- 25– Course clocks
- 30 – Historical landmarks featured on courses
- 45 – Groups cheering along the course (bands, cheerleaders, Elvis impersonators, etc.)
- 105 – Tables located at Aid Stations
- 210 – Portolets
- 400 – Trash bags
- 1,100 – Signs
- 3,000 – Volunteers
- 2,500 – Traffic cones
- 20,000 – Spectators
- 100,000 – Cups

### **Medical**

- 12 – Ambulances on duty
- 75 – Volunteer medical personnel (doctors, nurses, EMT and nursing students)
- 20,000 – Band-aids

### **Food**

- 1,000 – Pizzas
- 2,700 – Gallons of Powerade
- 8,060 – Oranges
- 6,000 – Cups of hot chocolate
- 6,360 – Cans of soft drinks
- 7,450 – Bananas
- 9,500 – Cookies
- 7,200 – Doughnuts
- 12,000 – Granola bars
- 12,000 – Servings of soup
- 27,400 – Bottles of water



## **Benefiting Charity: St. Jude Children's Research Hospital**

All proceeds from the St. Jude Memphis Marathon Weekend races benefit the lifesaving research and treatment conducted at St. Jude.

St. Jude Children's Research Hospital® opened in 1962 and was founded by the late entertainer Danny Thomas. St. Jude is supported primarily by donations raised by its national fundraising organization, ALSAC, which was established by Danny Thomas expressly for the purpose of funding St. Jude. Its mission is to find cures for children with cancer and other deadly diseases through research and treatment. St. Jude has treated children from all 50 states and from around the world.

For nearly 50 years, St. Jude has had a history of taking on many of the most difficult and underserved pediatric diseases. St. Jude sees on average 5,900 children a year from throughout the United States and from around the world, while many more children are seen at the six St. Jude affiliate sites.

St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute.

St. Jude is a national resource with a global impact. Not only are all research findings freely shared, St. Jude plays a critical leadership role in groundbreaking studies on childhood cancer, sickle cell disease and infectious diseases. These efforts are instrumental to improving care for children around the world.

The daily operating cost for St. Jude is approximately \$1.7 million, which is primarily covered by public contributions. No family ever pays St. Jude for care their child receives and St. Jude covers the cost of travel, lodging and food for each patient and a family member.

St. Jude has developed protocols that have helped push overall survival rates for childhood cancers from less than 20 percent when the hospital opened in 1962 to 80 percent today. The current St. Jude survival rates for selected childhood cancers now include:

<b><u>Diagnosis</u></b>	<b><u>Current St. Jude Survival Rate</u></b>
Acute Lymphoblastic Leukemia <i>(the most common form of childhood cancer)</i>	94%
Hodgkin disease <i>(cancer of the lymph system)</i>	90%
Medulloblastoma <i>(a type of brain tumor)</i>	85%
Wilms tumor <i>(kidney tumor)</i>	90%

## St. Jude Heroes: Running For a Reason<sup>®</sup>



On race day, nearly 5,000 of the more than 16,000 participants of the St. Jude Memphis Marathon Weekend will take to the streets of Memphis determined to cross the finish lines as a hero to the children of St. Jude Children's Research Hospital.

[St. Jude Heroes](#) are runners and walkers who have committed to raising money for St. Jude by obtaining pledges and donations from friends, family and co-workers.

The St. Jude Heroes program began in 1999 with a group of St. Jude supporters participating in the Marine Corps Marathon (MCM) in Washington, D.C. The MCM St. Jude Heroes team, comprised of 143 runners, raised \$121,000 for St. Jude. Following the success of that regional fundraising initiative, the St. Jude Heroes program was introduced nationwide.

Today, thousands of St. Jude Heroes around the United States participate in their favorite events, including the St. Jude Memphis Marathon Weekend, giving hope to St. Jude patients fighting cancer and other deadly diseases while raising funds in support of the lifesaving research and cutting-edge treatment conducted each day at the hospital.

For more information, visit [www.stjudeheroes.org](http://www.stjudeheroes.org).

## St. Jude and Competitor Group Launch Country Music Marathon Collaboration

*St. Jude announced as title partner for Country Music Marathon*



**Nashville, Tennessee (October 7, 2011)** – St. Jude and Competitor Group, Inc. (CGI), organizers of the Country Music Marathon, today announced a new title partnership as the official benefiting charity of the Country Music Marathon. The 2012 event will be rebranded as the St. Jude Country Music Marathon and Half Marathon presented by Nissan and will take place Saturday, April 28.

“The St. Jude Country Music Marathon and Half Marathon is the perfect match for St. Jude’s rich history with the country music industry and our St. Jude Heroes program,” said Richard Shadyac Jr., CEO of ALSAC, the fundraising organization of St. Jude. “The event is truly a marriage of fitness enthusiasts and country fans

alike nationwide who want to do something meaningful in the fight against childhood cancer and other deadly diseases.”

Among the 30,000 runners and walkers who annually participate in Nashville’s 26.2-mile block party will be members of the [St. Jude Heroes](#) team who are Running For a Reason<sup>®</sup>, to support and save the lives of children as they go thru some of the toughest times of their lives.

Over the past 12 years, the St. Jude Country Music Marathon and Half Marathon has established itself as a Nashville institution, now bringing more than 30,000 runners to a city long known for its musical genius. Runners enjoy many of Nashville’s most historic sites like the Parthenon, world-renowned Music Row and an expansive finish line festival outside the Tennessee Titans’ home, LP Field, located along the Cumberland River.

“While I believe each and every event Competitor Group organizes is spectacular, the St. Jude Country Music Marathon is my personal favorite,” said Tracy Sundlun, Senior Vice-President of CGI and a founder of the Nashville race. “We are excited to launch a new era of the marathon by partnering with St. Jude and their incredible national network of supporters and country music radio stations, which will take the promotion of this event and the City of Nashville to a whole new level, bringing many more participants and visitors to experience this great city on the last Saturday of each April.”

Over its 12-year history, charity partners have raised more than \$22.3 million through the Country Music Marathon, which has become one of the largest and most successful fundraising platforms in the state of Tennessee. For more information, or to register for the event, please visit [www.stjude.org](http://www.stjude.org).

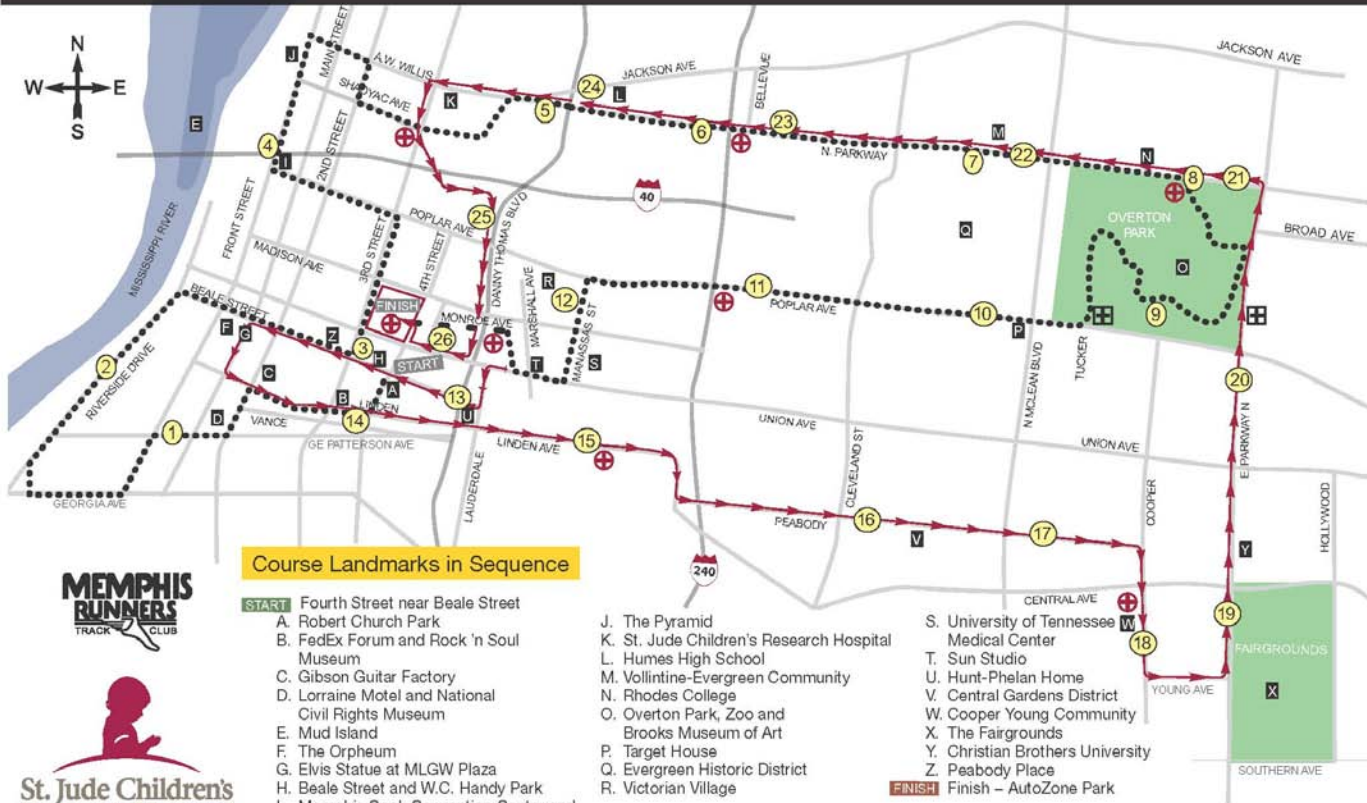
### **About the St. Jude Country Music Marathon**

A Competitor Group event, on Saturday, April 28, 2012, the St. Jude Country Music Marathon and Half Marathon presented by Nissan will celebrate its 13th annual running in the Music City. Featuring many of Nashville’s best live bands on 28 stages along the 26.2 and 13.1-mile courses, the musically themed road race annually attracts more than 30,000 runners, walkers and junior racers. Race weekend kicks off with a two-day Health and Fitness Expo on Thursday, April 26 and includes the ING KiDS ROCK Nashville and a post-race concert Saturday night at the Bridgestone Arena. The Nashville Convention Center is home to the free Health and Fitness Expo which is open to the public as all race participants pick up their race number, browse through fitness related products, enjoy free samples and interactive clinics. For more information, please visit [Competitor.com](http://Competitor.com) or follow us on Twitter @RunRocknRoll.

# Course Map

## St. Jude Memphis Marathon & Half Marathon

..... Half marathon  
 ..... + ..... Full marathon  
 ..... Half marathon only  
 [A] Landmarks [1] Mile Markers  
 [First Aid Tents] [Ambulances]



### Course Landmarks in Sequence

- START** Fourth Street near Beale Street
- A. Robert Church Park
  - B. FedEx Forum and Rock 'n Soul Museum
  - C. Gibson Guitar Factory
  - D. Lorraine Motel and National Civil Rights Museum
  - E. Mud Island
  - F. The Orpheum
  - G. Elvis Statue at MLGW Plaza
  - H. Beale Street and W.C. Handy Park
  - I. Memphis Cook Convention Center and Cannon Center for the Performing Arts
  - J. The Pyramid
  - K. St. Jude Children's Research Hospital
  - L. Humes High School
  - M. Vollintine-Evergreen Community
  - N. Rhodes College
  - O. Overton Park, Zoo and Brooks Museum of Art
  - P. Target House
  - Q. Evergreen Historic District
  - R. Victorian Village
  - S. University of Tennessee Medical Center
  - T. Sun Studio
  - U. Hunt-Phelan Home
  - V. Central Gardens District
  - W. Cooper Young Community
  - X. The Fairgrounds
  - Y. Christian Brothers University
  - Z. Peabody Place
- FINISH** Finish - AutoZone Park

Water/aid stations are located at approximately the 1.5 mile mark and then at every mile from miles 3 through 25.

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# Course Map

Memphis Grizzlies House 5K



### Course Landmarks in Sequence

- |                                      |  |
|--------------------------------------|--|
| A. FedExForum and Rock'n Soul Museum | E. St. Jude Children's Research Hospital |
| B. Gibson Guitar Factory             | F. Ronald McDonald House                 |
| C. Beale Street and W.C. Handy Park  | G. Victorian Village                     |
| D. Memphis Grizzlies House           | H. AutoZone Park                         |

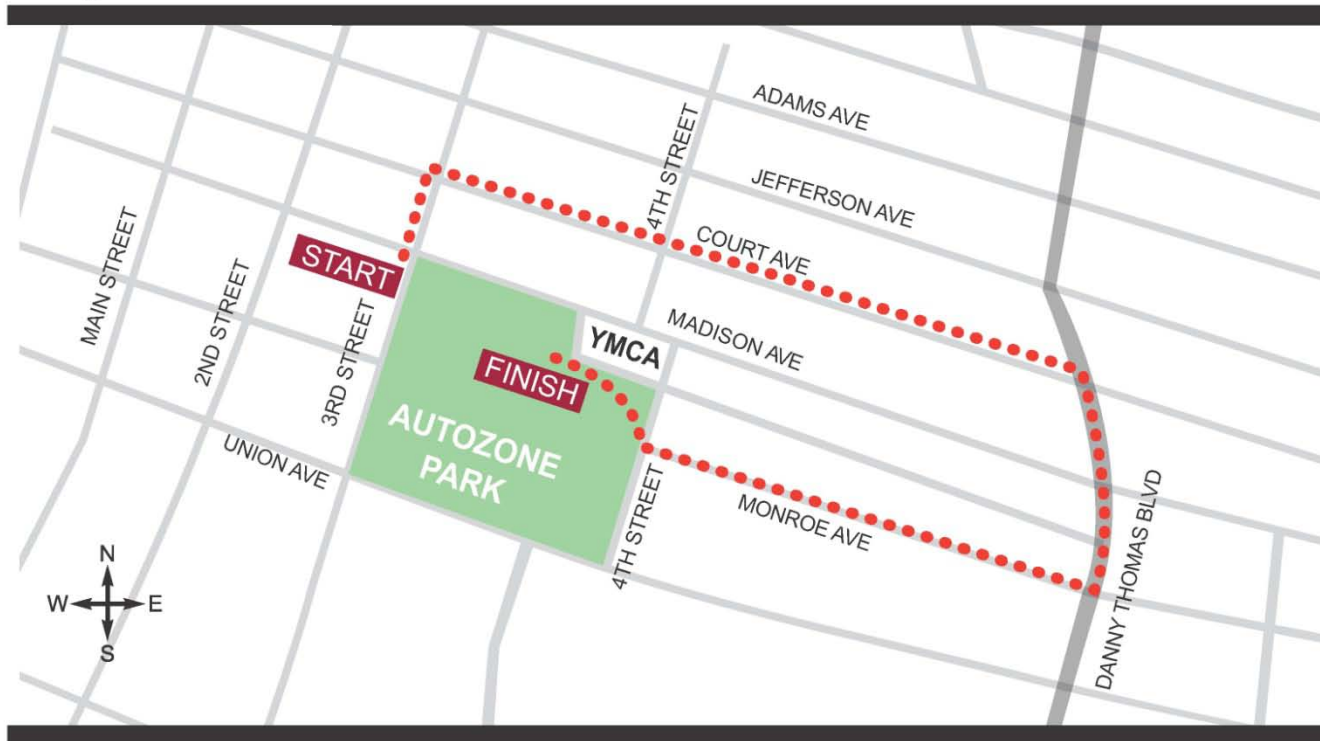
←←←←← 5K course

Water/aid stations are located just past Mile Markers #1 and #2.

**A** Landmarks      **1** Mile Markers

©2011 ALSAC St. Jude Children's Research Hospital (07002-10/11)

# Course Map



The St. Jude Memphis Family Race and Kids Marathon is produced in partnership with the YMCA of Memphis & the Mid-South and the Memphis Runners Track Club.

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Streets used for the Family Race & Kids Marathon will be monitored by the Memphis Police Department.

