

Contact Name: Nikki Popovich
Organization: Junction 311 Sports
Phone: 443 722 7423
Email: nikki@junction311.com

Cannonball Marathon Delivers VIP Experience
Participants and Community Celebrate

Greensboro, NC: The Cannonball Marathon, in its second year, delivers the regions only traditional format Boston Qualifier marathon along with the storied half marathon & 5k events on October 14, 2017. In a unique move for an endurance race, on Monday October 2, all registered athletes have been invited to a VIP social “All Fun and No Run,” at Natty Greene’s new Kitchen + Market.

Junction 311 owner/race director Mike Clark says, “We understand that there is an ever-expanding market of endurance events. What we value and want to always convey is that each of our participants truly is a VIP and deserving of more than just a great race and finisher’s medal. We want to celebrate our athletes and our community more than just on event day.”

Registrants that RSVP (friends and family can join) for the Monday night social can expect the VIP treatment with use of the newly opened Kitchen + Market patio, gift bags, drinks specials, door prizes and a laid-back environment. They can take the opportunity to meet fellow participants, event pacers and the race director as well as tour the facility and get any questions answered about the event.

Andre Vonsiatsky, who attended a similar VIP event at the Natty Greene’s Bunker in 2016, shared “The VIP gathering for Cannonball Marathon in 2016 was an unexpected and unique experience. I have never heard of or experienced an endurance race going so far out of their way to bring participants and the community together. I’ve run in the Triad for a long time and still met knew friends and competitors. I am looking forward to the 2017 events both before and on race day.”

About Junction 311 Sports: The company motto is “Where Running and Fun Meet.” Established in 2013 in High Point, NC, Junction 311 has grown to a portfolio of 14 events with the company being outsourced to manage and produce events for other organizations and nonprofits. The Cannonball Races are in their 15th year of production. It is in year 5 under Junction 311 ownership & management and this is the second year for the full marathon as a part of the event schedule. Natty Greene’s and First Bank are the presenting sponsors of the 2017 Cannonball Marathon Races and the Piedmont Humane Society is the event charity partner.