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MARATHON MEETS ARTS & DESIGN
- PARTNERSHIP OPTIMIZES CARMEL'S APPEAL AS A DESTINATION -

Carmel, Ind. -Carmel Marathon and the Carmel Arts & Design District have combined forces and resources to host a full day of excitement in Carmel, Indiana!

Organizers of the inaugural Carmel Marathon and the event committee for the annual Rock the District have officially partnered to maximize the positive impact of the events. Both take place on Saturday, June 11, 2011.

Carmel Marathon expects over 7,000 participants and 10,000 spectators along the course for the city's first annual half marathon, marathon and one-mile family fitness walk. Further, the event will welcome elite male runners as they compete for over \$20,000 in prize money as part of the USA Track & Field Men's 8K National Championship. To date, Carmel Marathon reports that more than 36 states, including Alaska, California, Texas, Florida and New York are represented among the registered runners and walkers.

The Palladium will serve as a backdrop for the start/finish line and included as part of the key routes for Carmel Marathon events is the Arts & Design District! Once the runners and walkers clear Main Street and round the corner to go southbound on Range Line Road, Rock the District will kick-off in the Carmel Arts & Design District at approximately 2:30 p.m. and continue until 9 p.m.

At 6 p.m., Rock the District will welcome Atlanta-based band, Yacht Rock Review to the Indiana Live! Casino Stage to kick-off an official celebration and awards ceremony for Carmel Marathon participants.

"When we started planning this event more than a year and a half ago, we knew we wanted the Carmel Marathon to provide a community celebration for our participants," explains Todd Oliver, president of the Carmel Road Racing Group that organizes the Carmel Marathon. "Our partnership with Rock the District takes that celebration to a higher level and promises to bring back runners and walkers for years to come."

Carmel Arts & Design District's Rock the District organizers are thrilled to work closely with Carmel Marathon as the partnership allows for:

- shared resources
- maximizing Carmel's dedication to community celebrations
- showcasing the District as the Midwest's premier destination for art and design
- and encouraging first-time visitors to return to Carmel in the future.

“Carmel's Arts & Design District is a state-certified cultural district,” emphasizes Bill Hammer, president of the Carmel Redevelopment Commission. “In addition to supporting arts, a vital component to that coveted state designation is greenways, trails and fitness resources. Our partnership with the Carmel Marathon allows us to honor the Arts & Design District's core values, purpose and cultural district certification.”

To register for Carmel Marathon events, visit www.carmelmarathon.com or call (317) 407-8489.

For a more information about the Carmel Arts & Design District and upcoming events, visit www.carmelartsanddesign.com or call (317) 571-ARTS.

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The Carmel Arts & Design District is the Midwest's premier arts and design destination. Home to over 100 businesses, including art galleries, restaurants, antique dealers, design showrooms, boutiques, and creative service providers, the Carmel Arts & Design District promises to stimulate the senses. The Indiana Design Center is housed in the Carmel Arts & design District. In addition, hundreds have taken advantage of the wide variety of housing opportunities and call the Carmel Arts & Design District home.