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New Years Double Unveils The Weekend's Three Unusual Finisher Medals

Allen, Texas – Considered a unique running event on the national running scene, the New Years Double has unveiled its finisher medals. With a marathon, half marathon, 2-person half marathon relay, and a 5K offered both on New Year's Eve and on New Year's Day, there are multiple opportunities for runners and walkers to get active and take home a medal. All distances, even the 5K, each day receive a finisher medal. The medal is unique to the race day (New Year's Eve or New Year's Day) and the ribbon will highlight the participant's finish of their individual race event. It is highly unusual for any 5K (3.1 miles) race to give medals to those that complete the distance. Each day's medal is also 3" tall, larger than the average finisher medal found at North Texas distance races.

Participants who complete an event on both days will be given the New Years Double Challenge Plate in addition to their individual day's medals. Runners and walkers can do double 5Ks all the way up to double marathons (52.4 miles total) or any combination of distances in between. Each day's individual medal, when the ribbon is unclipped, will insert into the Challenge Plate because of the flush-mounted magnets on each day's medal and on the Challenge Plate. The Challenge Plate is circular with a 4" diameter.

While people can register for only one day of the event, at over 400 entries into the weekend of races, current registrations shows that the draw of the three medals is strong. 90% of entrants are registered for an event both days.

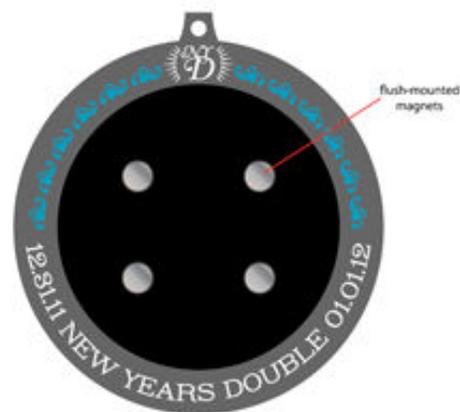
**New Year's Eve
Finisher Medal**



**New Year's Day
Finisher Medal**



**New Years Double
Challenge Plate**



The **New Years Double** is a full weekend of run events. Two days of races, from 5K up to a marathon, at beautiful Celebration Park in Allen. This event will be Collin County's very first marathon. And by offering back-to-back days of marathons and half marathons, this puts Allen on the national radar for the distance running community. For the second year, the 501(c)(3) Allen Parks Foundation is the primary beneficiary of the event. Each day's race is expected to draw over 1,000 participants and several hundred spectators and volunteers.

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