

For Immediate Release

## Little Rock Marathon Announces Training Partner

LITTLE ROCK, Arkansas (August 6, 2009) – The Little Rock Marathon and Heart Clinic Arkansas announced today a partnership to promote exercise and healthy lifestyles in Arkansas.

As a part of that partnership, Heart Clinic Arkansas will be a presenting sponsor of the 2010 Little Rock Marathon Training Program and medical provider for the 8th annual Little Rock Marathon (and companion races) scheduled for March 6 and 7, 2010.

The Little Rock Marathon training program is a free running/walking program created to prepare individuals who plan to take part in one of the races next March and is a project of Little Rock Parks & Recreation.

"This is a wonderful partnership based on shared values of encouraging and helping people live healthier, more active lives," said Gina Marchese Pharis, Little Rock Marathon co-executive director. "This partnership provides us with the expanded resources needed to bring life-changing messages to people, all while continuing to conduct a world-class event."

Heart Clinic Arkansas is the largest cardiac group in Arkansas with 30 cardiologists, five non-physician practitioners, and more than 150 support personnel at 20 locations around the state. Heart Clinic Arkansas provides comprehensive cardiac care including diagnostic, invasive and interventional services.

Recognizing the importance of a heart healthy lifestyle, Heart Clinic Arkansas is a founding sponsor of the Arkansas River Trail Medical Mile. According to Heart Clinic Arkansas supporting the Little Rock Marathon is "a natural fit" in its community outreach.

"We're delighted to again partner with an organization that complements our efforts in the various communities we serve," said Marcia Atkinson, Heart Clinic Arkansas CEO. "Our mission calls for us to improve the health and well-being of the communities where we live and work. Working with this first-class organization and its committed staff and volunteers, we gain a powerful partner to help fulfill that mission."

"More than 9,000 individuals are expected to participate race weekend," said Atkinson. "By providing an experienced and dedicated team of medical professionals, Heart Clinic Arkansas will enjoy the special opportunity to serve our community through both hands-on medical assistance race weekend, and through support of the training program."

In the coming months, Heart Clinic Arkansas will assist with informational workshops, which will help participants prepare physically for the early March event.

Training officially begins October 3 and finishes on race day. A "build up" program designed for individuals who have never run before begins in late August and will last six weeks.

For more information about training please [www.littlerockmarathon.com](http://www.littlerockmarathon.com).

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### About Little Rock Parks & Recreation

Little Rock Parks and Recreation (LRPR) oversees 53 parks, four community centers, the Adult Leisure Center, War Memorial Fitness Center, four swimming pools, two tennis centers, the River Market, the Riverfest Amphitheatre, three golf courses, and the MacArthur Museum of Arkansas Military History. The LRPR system includes more than 5,000 acres of designated parks and open space. In addition, the organization offers a wide-range of youth and adult recreational and sports leagues, after-school and summer playground programs for children ages 6-15, outdoor recreation, therapeutic recreation and programs for seniors. Funds raised will continue to support parks and recreational programs for all ages. For more information about Little Rock Parks & Recreation please visit [www.lpr.org](http://www.lpr.org).



### About Heart Clinic Arkansas

Heart Clinic Arkansas (HCA) is to be a patient-oriented provider of comprehensive cardiac services. HCA is dedicated to the prevention, diagnosis, and treatment of heart and vascular disease throughout communities in our state, enabling the citizens to enjoy longer, healthier lives. HCA's vision is to be a readily identifiable provider of compassionate, comprehensive and cost effective cardiac services providing care to communities across Arkansas. To the greatest extent possible, HCA will engender an environment which allows each employee to realize their professional and personal goals while maintaining a commitment to high quality, value-driven, state-of-the-art medicine. HCA's goals are threefold:

1. To provide the highest quality cardiac care without sacrificing the personal attention our patients have come to expect and now enjoy.
2. To provide quality cardiovascular care in a cost-effective manner.
3. To educate the public and physicians through newsletters and seminars in a continuing commitment to improve cardiac care

For more information about Heart Clinic Arkansas, please visit [www.heartclinicarkansas.com](http://www.heartclinicarkansas.com)

