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PROFILE: SoNA Music Director Paul Haas

COMMUNITY: The Hogeye Marathon, 40 Years and Running

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MARCH 2016
\$2.50 VALUE

THE HOGEYE MARATHON

40 YEARS AND STILL RUNNING STRONG



As the first marathon in Arkansas, the Hogeye Marathon has become a well-known and loved Fayetteville tradition. Starting in 1977 as a 26.2-mile roundtrip race beginning at the University of Arkansas and looping through the quaint town of Hogeye, the marathon — now entering its 40th year — has grown into an annual race and relay weekend event benefiting local nonprofit organizations. “The Hogeye has persevered by keeping true to its original mission: promote health and fitness within the community and give back to local causes,” says Tabby Holmes, Hogeye Marathon race director.

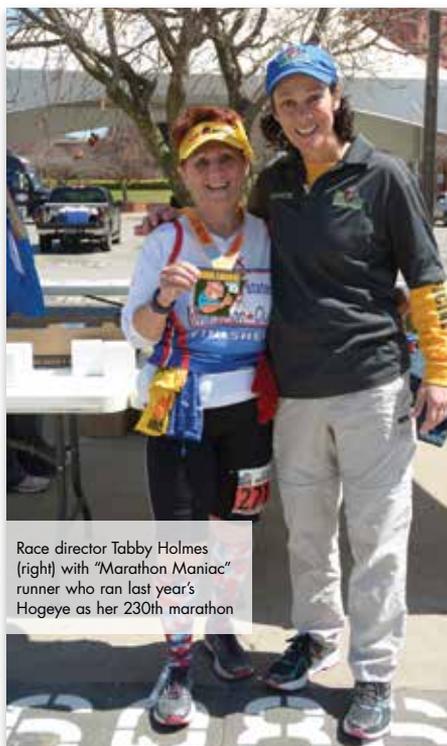
Focusing on six main charities and foundations — Meals on Wheels, Kendrick Fincher Hydration for Life, American Wheelchair Mission, Alzheimer’s Association, Jackson Graves Foundation and Arkansas Children’s Hospital — runners are able to choose which charity they want to support with a percentage of their entry fee. Additionally, money is given to charities for each volunteer each charity provides to assist with marathon activities. “This is very important and helps us make the course a safer one and helps us with registration, sponsors and many other race functions,” says Holmes.

Due to the race’s outstanding growth over the years, the original Hogeye Marathon course was rerouted for safety concerns and to include picturesque views of the

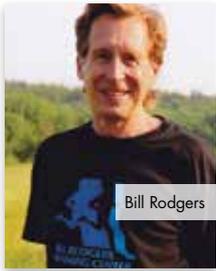
Fayetteville area. Starting on the historic downtown square, the new route weaves its way down Dickson Street and through the University of Arkansas campus before making its way up hilly Maple Street and through a few established neighborhoods where longtime residents are known to come out of their houses to cheer. Next, the course works its way uptown toward Lake Fayetteville, where it offers five miles of peaceful scenery and some rolling and challenging hills. Passing twice by Veterans Park, the course then loops through another established neighborhood before heading south to the Mud Creek and Scull Creek trails, offering runners mostly flat terrain for their final stretch to the finish line at Wilson Park.

Following shorter, similar routes, a half marathon and relay races also begin on the Fayetteville Square and end at Wilson Park.

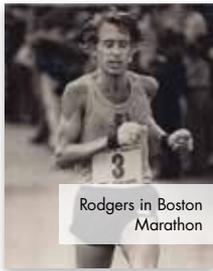
Offering some less physical entertainment, the Hogeye Fitness Expo taking place at the Chancellor Hotel the day before the big race is another exciting facet of the marathon weekend. Featuring major shoe and running apparel vendors, as well as local and regional merchants providing information on nutrition, training and gait analysis, this exposition is a great time for race participants to shop and gain valuable information.



Race director Tabby Holmes (right) with “Marathon Maniac” runner who ran last year’s Hogeye as her 230th marathon



Bill Rodgers



Rodgers in Boston Marathon

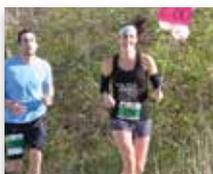
There will also be chiropractic physicians, podiatrists, massage therapists and many other healthcare providers at the expo available to share information and answer any participant's questions. Additionally, the expo will also give attendees a prime opportunity to mingle with this year's marathon guest speaker, National Track and Field Hall of Famer Bill Rodgers.

Best-known for his four first-place victories at the Boston Marathon and the New York City Marathon, Rodgers' attendance at this year's race is certainly a huge honor for the Northwest Arkansas community. "Bill Rodgers is an influential speaker and respected runner for his achievements as an American runner," says Holmes. "I am excited to have Bill at the Chancellor Hotel where he will answer questions from the attendees of the runner's expo."

Also known for various other major running achievements, as well as for his participation in the 1976 Montreal Olympics, when it comes to offering running advice, Rodgers is second to none. "All marathoners learn that a marathon begins at 20 miles," says Rodgers. "It is a race where running conservatively can pay off very well in the final miles if you run the first half slower than you'd like to. A 40-year anniversary is terrific for the Hogeye Marathon and I want to congratulate race organizers, sponsors, volunteers and city officials including police, who have built this race steadily for all those years!"

If you can't catch Rodgers at the race exhibition, he is also speaking the night before the race at the Hogeye's annual pasta dinner, also taking place at the Chancellor Hotel.

All marathon and relay activities kick off at 7 a.m. on Sunday, April 10, with the exhibition and pasta dinner taking place the day before, on Saturday, April 9. ■



For race schedules, registration forms, or more information about marathon events, visit www.hogeyemarathon.com.



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