



MEDIA ALERT

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2026 YUENGLING SHAMROCK MARATHON WEEKEND SET FOR RECORD-BREAKING YEAR, DRIVEN BY EXPLOSIVE GROWTH AND STRONG REGIONAL DRAW

Virginia Beach, VA – January 29, 2026 – J&A Racing, a premier producer of destination running events, today announced that registration for the 2026 Yuengling Shamrock Marathon Weekend (March 20-22) is surging at a historic pace, positioning the event as one of the largest and most geographically diverse field in its 54-year history.

Fueled by its reputation as a fast, festive, and well-produced spring classic, the Shamrock Marathon has seen registrations for the 26.2-mile distance skyrocket by **63.4% compared to the same time last year**. With **thousands of runners** already registered—surpassing the *entire* 2025 marathon final total.

"The momentum for the weekend is extraordinary and speaks to the event's growing stature in the running community," said Amy Frostick, Race Director and co-owner of J&A Racing. "We're not just seeing growth; we're seeing a fundamental shift. Runners from across the Mid-Atlantic are making Shamrock their must-do spring destination, and the depth of commitment in the marathon field is stronger than ever."

Key Demographics & Growth Highlights:

- **Unprecedented Demand:** The Sentara Shamrock Half Marathon is also showing extreme growth with a 32% year over year growth making it a sought after half marathon beyond those who just live in Virginia.
- **Powerful Regional Draw:** The event has solidified its status as a premier regional attraction, with nearly 28% of marathon participants traveling from outside Virginia. Registrants hail from all 50 states, underscoring Shamrock's appeal as a destination race for serious runners throughout the Mid-Atlantic and beyond.
- **Multi-Generational Appeal:** While drawing a core of young, ambitious runners, the weekend's events—including race distances for all abilities—continue to attract a broad age range, from elite young athletes to seasoned masters' competitors, fostering a celebratory, inclusive atmosphere.

The Yuengling Shamrock Marathon Weekend has earned its status as a cornerstone event by successfully balancing elite competition with a welcoming, community-focused spirit. The weekend caters to everyone—from becoming a Boston qualifier chasing a personal best on a fast, flat course, to walkers enjoying the oceanfront views, and first-timers checking a monumental item off their bucket list.

This broad appeal is reflected in remarkable participant loyalty. Nearly one in three (30%) 2026 registrants are returning from the 2025 event, demonstrating that Shamrock is an experience people want to relive year after year. The event

uniquely threads the needle of retaining a strong, loyal community while simultaneously attracting a surge of ambitious new runners, creating an electric and supportive atmosphere for all.

"At the heart of it, Shamrock is a celebration of every individual's journey to the start line," added Race Director, Jerry Frostick. "Whether it's a runner's 20th marathon or their very first mile, our goal is to provide a first-class, unforgettable experience. This growth in both loyalty and new participation is the ultimate testament to our community."

The Yuengling Shamrock Marathon Weekend will take place March 20-22, 2026. The weekend features the Yuengling Shamrock Marathon, Sentara Shamrock Half Marathon, TowneBank Shamrock 8K, Operation Smile Shamrock Final Mile and the Leprechaun Dash for children. For more information, please visit shamrockmarathon.com

ATTACHMENT:IMAGES

Photo Credit: J&A Racing.

About J&A Racing

J&A Racing is a nationally recognized race management company based in Virginia Beach, Virginia. With a portfolio of 9 events, J&A Racing's mission is to promote and support healthy lifestyles and the sport of running through all stages of life. Since 2003 when J&A Racing owners, Amy and Jerry Frostick, took over the Shamrock Sportsfest, the Yuengling Shamrock Marathon Weekend has become one of the most popular running events in the country. Additionally, J&A Racing organizes the ADP Corporate 5K; the Getem Services Big Blue 5K; Virginia Beach 10 Miler and 5K; Sentara Crawl'n' Crab Half Marathon & 5K; Wicked 10K & 5K; the Chartway Norfolk Harbor Half Marathon, 10K & 5K; the BayPort Credit Union Surf-N-Santa 5 Miler; and the Sun Up to Sun Down 50K. For more information on J&A Racing's events, visit jandaracing.com.

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