



#### **MEDIA ALERT**

Media Contact: James Bryan

Director of Marketing and Communications

J&A Racing

757-412-1056

[james@jandaracing.com](mailto:james@jandaracing.com)

## **YUENGLING SHAMROCK MARATHON WEEKEND ANNOUNCES, MARCEL DINKINS, AS THEIR DESIGNATED HYPE PERSON FOR 2023.**

**JANUARY 20, 2022 – VIRGINIA BEACH, VIRGINIA** – When 20,000 participants take to the streets in March for the 2023 Yuengling Shamrock Marathon at the Virginia Beach Oceanfront, there should be someone who can get the participants and spectators energized.

J&A Racing is thrilled to announce that they have found the perfect partner in Peloton Instructor, Marcel Dinkins. Known to her followers as the Designated Hype Person, Marcel is a National Strength and Conditioning Association Certified Strength Conditioning Specialist, Peloton Tread Instructor and Social Media Content Creator. Born and raised in Memphis, TN, Marcel relocated to New York City in 2011 after graduating from the University of Southern Mississippi where she ran track and field and cross country at the D1 level. She also served in the US Army Reserves as an Army Engineer officer where she was Airborne and Air Assault qualified. Known by for her energy and vivacious brand of tough love and sarcasm, Marcel firmly believes that everyone has the potential for greatest in them and it's her greatest to help everyone that she coaches to discover it in themselves.

Marcel muses “When I ran Shamrock Marathon last year it was such a surreal experience and even though I’d never been to Virginia Beach before I felt at home. There were so many elements of the race that represented different aspects of my life. Running through the military base reminded me of doing runs on Camp Shelby when I was just a supply sergeant, seeing everyone in their green and covered in shamrocks reminded me of celebrating my birthday at the St Patty’s Day parade my first year in NYC and when I came to the bridge around mile 17, I said out loud to myself WE ALWAYS TAKE THE HILL. It’s something to the thousands of runners that take our classes at Peloton. It’s just a reminder that we can do the challenging things.”

“Marcel brings her own brand of motivation and passion to running and it’s really going to add to the whole Shamrock Weekend experience” says J&A Racing co-owner, Amy Frostick. “Not to mention- she is the ultimate Hype Person, and we couldn’t think of a better person to help bring the energy and excitement race weekend.”

A full list of appearances and meet and greets featuring Marcel will be released within the coming weeks.

The Yuengling Shamrock Marathon Weekend takes place March 17-19, 2023, at the Virginia Beach Oceanfront. Weekend events include the Yuengling Shamrock Marathon, Anthem Shamrock Half Marathon, TowneBank Shamrock 8K, Operation Smile Final Mile and the Leprechaun Dash. [ShamrockMarathon.com](http://ShamrockMarathon.com)

ATTACHMENT:IMAGES

Photo Credit: J&A Racing.

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About J&A Racing

J&A Racing is a nationally recognized race management company based in Virginia Beach, Virginia. With a portfolio of seven 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 growing from 3,000 participants to a record 30,000 in 2015. Additionally, J&A Racing organizes the Old Point National Bank Wicked 10K; the Big Blue 5K; the BayPort Credit Union Surf-N-Santa 5 Miler; the BayPort Foundation Crawl-in' Crab Half Marathon & 5K; the Chartway Norfolk Harbor Half Marathon Weekend; and the ADP Corporate 5K. For more information on J&A Racing's events, visit [jandaracing.com](http://jandaracing.com).

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