



MEDIA ALERT

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JENNIFER YUENGLING TO MEET, RUN AND TOAST WITH RUNNERS AT THE SHAMROCK MARATHON WEEKEND IN VIRGINIA BEACH

MARCH 14, 2023 – VIRGINIA BEACH, VIRGINIA – The Yuengling Shamrock Marathon Weekend kicks off this Friday, March 17 and there will be a special guest not only attending the festivities but running in one of the many races.

Jennifer Yuengling, who is the VP of Operations for Yuengling will be in town for meet and greets at the Shamrock Marathon Expo at the Virginia Beach Convention Center. She will also take part in running the TowneBank Shamrock 8K. On Saturday, she will also toast the crowd of runners under the tent at the post race celebration on the beach.

“We’re thrilled to once again partner with J&A Racing and support Team Red White & Blue to bring the Yuengling Shamrock Marathon Weekend to runners and Yuengling fans across the country,” said Jennifer Yuengling, 6th generation brewer, D.G. Yuengling & Son, Inc. “We look forward to toasting to all at the finish line with a cold Yuengling. Cheers!”

Race Director and Owner, Amy Frostick, says “Having Jennifer Yuengling present during this weekend really brings more excitement to the weekend and having her join in with our runners on course shows her love and dedication to both Yuengling and our running community.”

Jennifer serves as the Vice President of Operations for D.G. Yuengling & Son, Inc. She is sixth generation of a family brewing legacy. She continues to focus her career in an operations role at the brewery, concentrating her efforts in Order Services and Production Scheduling. As VP of Operations, Jennifer works closely with the operations teams of all three breweries. She works alongside her father, Richard Yuengling Jr., planning the growth and evolution of the company for future generations.

Friday March 17, 2023

4pm - 5pm - Meet and Greet at the Virginia Beach Convention Center

5pm - 6pm - Visit with Team RWB at the Virginia Beach Convention Center at the Team RWB expo booth

Saturday March 18, 2023

9:45 am - Toast with Jennifer Yuengling under the big tent on big stage at 31st Street

1:00 pm - 2:00 pm - Meet and Greet with Jennifer Yuengling at the Virginia Beach Convention Center

2:00 pm - 3:00 pm - Jennifer Yuengling visit with Team RWB at their booth at the Virginia Beach Convention Center

The Yuengling Shamrock Marathon Weekend takes place March 17-19, 2023, at the Virginia Beach Oceanfront.

For more information visit: www.jandaracing.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 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 while bringing in a 24-million-dollar economic impact to the City of Virginia Beach. Additionally, J&A Racing organizes the Chartway Virginia Beach 10 Miler, Old Point National Bank Wicked 10K; the Big Blue 5K; the BayPort Credit Union Surf-N-Santa 5 Miler; the BayPort Foundation Crawlín' 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.

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