

# BELLIN WOMEN'S HALF 2019 MARATHON

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CONTACT: KELLY MCBRIDE MOORE  
PHONE: 920/421-3443  
EMAIL: [KELLY.MCBRIDEMOORE@BELLIN.ORG](mailto:KELLY.MCBRIDEMOORE@BELLIN.ORG)

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## **Athlete, Entrepreneur to Keynote Women's Inspiration Dinner**

*Triathlete DeBoom founded Skirt Sports with mission of transforming lives*

GREEN BAY — Nicole DeBoom, an Ironman triathlon champion and founder of women's apparel brand [Skirt Sports](#), will keynote the [Bellin Women's Half Marathon & Pink Pumpkin 5K](#) Women's Inspiration Dinner on Friday, Oct. 4, the eve of the fifth annual race.

A retired professional athlete who launched her company shortly after winning Ironman Wisconsin in 2004, DeBoom is credited with creating and introducing the first running skirt. Today, Skirt Sports is more than just an apparel brand – it's a national company dedicated to helping women find inspiration, confidence and courage through the transformative power of running and fitness. DeBoom's nonprofit organization, [Running Start](#), is dedicated to changing women's lives through running, and her inspirational podcast, [Run this World](#), features interviews with visionaries and people who are changing the world for the better.

“Nicole delivers the most incredible message of positivity, inclusivity and pursuing one's dreams,” said Linda Maxwell, Race Director of the Bellin Women's Half Marathon & Pink Pumpkin 5K. “She's the perfect person to get our participants ready to run — and to keep them inspired long after they've crossed the finish line.”

The Friday night Women's Inspiration Dinner is part of a one-of-a-kind race-weekend experience for Bellin Women's Half Marathon & 5K participants. This Friday night pasta

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supper, which includes gluten-free options, offers the chance for women to gather, get inspired and share their excitement ahead of Saturday's big race. The cost of the event is included with registration for half marathon and half marathon relay participants. Tickets for 5K participants, as well as non-participant family members and friends, are available for purchase separately.

Dubbed "a race to empower women," the fifth annual Bellin Women's Half Marathon and second annual Bellin Women's Pink Pumpkin 5K will take place Saturday, Oct. 5, starting and ending in downtown Green Bay. The only event of its kind in Northeast Wisconsin, the race seeks to celebrate and motivate female athletes of all levels and abilities. The focus also provides an opportunity to spotlight training and health issues specifically related to women. Free training programs will begin in July. More information is available at [www.bellinwomenshalf.com](http://www.bellinwomenshalf.com).

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