



**Boilermaker Road Race**  
P.O. Box 512  
Utica, New York 13503  
Voice: (315) 797-5838  
Fax: (315) 734-9281

**For Immediate Release**  
Contact: Jordan Peters  
Marketing Director  
jpeters@boilermaker.com  
Cell: (315) 527-2233

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## Boilermaker Unveils 2021 Logo

UTICA, N.Y. – (May 19, 2021) – The **Boilermaker Road Race** conducted a press conference on Wednesday to commemorate one of its favorite traditions, the unveiling of an annual race logo. Since 1992, the non-profit organization has sought to create a distinct design, both identifiable with the Boilermaker brand yet unique to each and every race.

The 2021 logo, designed by race sponsor McGrogan Design, is especially significant for a variety of reasons. Most notably, it is associated with a historic version of the almost 44-year old road race. 2021 will see the first live, in-person Boilermaker run outside of its traditional second Sunday in July date. The new logo prominently features the permanent finish line arch on Court Street, a Utica landmark, and also represents a shift from the organization’s recurring color scheme to a fall-themed color palette.

“This unique take on Boilermaker 44 pays respect to the challenging and historic circumstances we find ourselves in while also looking forward to much better days, just ahead,” said Boilermaker Marketing Director, **Jordan Peters**. “The beloved finish line arch is a perfect symbol for the reunion of the Boilermaker with its community this fall.”

Race officials also addressed registration dates and information for the 2021 race at the press conference. Although not yet in a position to open registration due to questions surrounding its permitted race capacity, officials are targeting mid-June to make such information available with registration shortly thereafter.

Coinciding with the logo unveiling, the Boilermaker has made available, for online purchase only, a small number of limited edition performance shirts featuring the new logo set against an outline of the iconic race course. They can be found by visiting [boilermaker.com](http://boilermaker.com) while supplies last.

The 44<sup>th</sup> Boilermaker Road Race, a proud PRRO Circuit member, will be held on Sunday, October 10<sup>th</sup>, 2021.



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*The “Best 15K in the USA” was established in 1978. The Boilermaker, a proud member of the PRRO Circuit, is the premier event of Boilermaker Weekend. The race consistently attracts elite runners from all over the world, including Olympians & world record holders, and features distance running’s most enthusiastic fans, as well as the sport’s best post-race party, hosted by The F.X. Matt Brewing Company. To register for Boilermaker events visit the official Boilermaker web site at [boilermaker.com](http://boilermaker.com).*