

THE PREFONTAINE CLASSIC



September 08, 2023

The Prefontaine Classic announces enhanced fan experience opportunities

Free events run from Friday, September 15 through Sunday, September 17

EUGENE, Ore. – The Prefontaine Classic has announced innovative efforts to amplify the fan experience at this year's event, which serves as the Wanda Diamond League Final.

While the meet spans Saturday, September 16 and Sunday, September 17, the fun for fans kicks off on Friday, September 15 in Downtown Eugene. Fans are encouraged to attend **Rally in the Alley**, a fan-focused event hosted at the 5th Street Public Market Alley on Friday, September 15 from 4:30-6:00 pm Pacific time. Open to the public and free to attend, the Rally in the Alley will feature interactive games, giveaways, elite athlete appearances, University of Oregon cheerleaders, the University of Oregon Duck, and special offers from local organizations.

Prior to the meet on both Saturday and Sunday, fans are invited to the **Marshfield District**, a fan festival on Agate Street named to honor a district in Steve Prefontaine's hometown of Coos Bay, Oregon. The festival is open on both days of the meet from 9:00 -11:30 a.m. Pacific time and for two hours following the conclusion of each day's competition. Marshfield District's programming is headlined by the **Citius Mag pre-Pre Show** from 9:30 - 10:30 a.m. Pacific time on Saturday, September 16 and from 10:00 - 11:00 a.m. Pacific time on Sunday, September 17. The live show will serve as an entertaining preview of the day's events and feature athletes competing in the Wanda Diamond League Final, ticket giveaways, merchandise giveaways, and interactive content.

The Marshfield District will also include local food vendors, beer from local brewery Hop Valley, family-friendly games, and FREE pancakes from the Eugene Marathon and Krusteaz. Fans can also send a Pre Classic postcard to their family and friends at the TrackTown USA Post Office.

Inside Hayward Field, fans will be met with an unparalleled level of energy and enthusiasm, led by the meet's fan sections. **The Citius Mag Superfan Section** will be packed with the rowdiest track & field fans, their tickets provided in exchange for the energy and interaction they bring to Section 119. **Bowerman Track Club, Portland Track, Oregon Track Club, University of Oregon, and Eugene Marathon** will each also have fan sections in the stadium.

Youth, high school and college coaches from around the Pacific Northwest will be treated to the action on Saturday in the **Gill Athletics Coach Section**. Students from Steve Prefontaine's hometown of Coos Bay, Oregon will travel to Eugene and sit in the **Coos Bay Fan Section** on Sunday thanks to Oregon Pacific Bank. Local fans and youth from the Boys & Girls Club will cheer on the world's best athletes from the **Graduate Hotels Fan Section** on both days. The **TrackTown USA Kids Club Section** is dedicated to local youth who are members of the recently-launched, free to join TrackTown USA Kids Club.

TrackTown USA Kids Club will also provide **Youth Buddies** for each of the competing field event athletes. Similar to other global sporting events, these youth buddies will accompany the athletes out to the field of play in an effort to inspire the next generation of track & field athletes and provide a positive moment of impact for youth.

Regardless of where fans are seated in the stadium, they will have opportunities to engage with the meet like never before thanks to **Digital Seat**. On each seat within Hayward Field will be a QR code that, when scanned, takes fans to a custom, interactive site that will be the home to giveaways, games, content, and more. Throughout the meet, prompts will be made to open Digital Seat and play for a chance to win exclusive merchandise or seat upgrades.

For more information on The Prefontaine Classic, please visit PreClassic.com.

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About The Prefontaine Classic

The Prefontaine Classic is the premier track and field meet in the United States. Since its inception in 1975, the meet has been a fixture in the global track and field calendar, earning a reputation for bringing the world's best athletes to Hayward Field at the University of Oregon. The meet is named after Steve Prefontaine and serves as a "living memorial to Pre" (Bill Bowerman, June 1, 1975). The Pre Classic is a member of the Wanda Diamond League circuit and has been sponsored by Nike since 1978. For more information, visit [PreClassic.com](https://www.preclassic.com).

About the Wanda Diamond League

The Wanda Diamond League is the premier one-day meeting series in athletics. It comprises 14 of the most prestigious events in global track and field. Athletes compete for points at the 13 series meetings in a bid to qualify for the two-day Wanda Diamond League Final in Eugene on 16th-17th September.

About Citius Mag

Citius Mag's mission is to make it easier to be a fan of track and field. Part commentary and analysis, part media personalities and storytellers—Citius Mag shares content across social, video, podcasts, articles, and newsletters to keep fans connected to the sport. By creating accessible and entertaining ways to follow track and field and its athletes, Citius Mag believes even more people will fall in love with it too. For more information, visit [CitiusMag.com](https://www.citiusmag.com).