



FOR IMMEDIATE RELEASE

Sore No More® Pain Relief Returns as Proud Sponsor of the Duke City Marathon, Celebrating New Mayor’s Challenge Initiative

Albuquerque, NM - March 30, 2026, Sore No More Pain Relief is proud to announce its continued sponsorship of the Duke City Marathon, taking place Sunday, October 18, 2026, in Albuquerque, New Mexico. As a dedicated partner since 2008, Sore No More remains committed to supporting athletes, runners, and the local community through one of the Southwest’s premier running events.

The Duke City Marathon is widely recognized for its scenic course along the Rio Grande, its Boston Marathon qualifier status, and its inclusive race offerings including a full marathon, half marathon, 10K, 5K, and relay events. Each year, thousands of participants from across the country gather to celebrate endurance, wellness, and community spirit.

New for 2026: The Mayor’s Challenge

This year introduces an exciting new initiative, the **Mayor’s Challenge**, designed to encourage civic pride, friendly competition, and community engagement. Participants are invited to represent their city or town, fostering a sense of unity while promoting health and wellness across New Mexico communities.

As a long-standing sponsor, Sore No More Pain Relief will once again be on-site supporting runners with its trusted topical pain relief products. From pre-race warm-ups to post-race recovery, Sore No More has been a staple for athletes seeking fast-acting relief for muscle soreness, joint discomfort, and everyday aches.

“Sponsoring the Duke City Marathon for nearly two decades has been an incredible journey for us,” said Lisa Mascareñas, Marketing Director for Sore No More Pain Relief. “This event represents everything we stand for - community, movement, and resilience. We’re especially excited about the new Mayor’s Challenge, which brings an added layer of connection and fun to an already inspiring event. We are honored to continue supporting runners as they push their limits and celebrate their accomplishments.”

Sore No More Pain Relief products are manufactured in Albuquerque, New Mexico, and have been trusted by healthcare professionals, athletes, and active individuals for over 50 years. The brand’s continued involvement in the Duke City Marathon reflects its deep roots in the local community and its commitment to promoting active, pain-free lifestyles.

For more information about the Duke City Marathon, visit:

<https://www.dukecitymarathon.com/>

Learn more about Sore No More Pain Relief and its involvement in the event:

<https://sorenomoreusa.com/duke-city-marathon/>

Media Contact

Lisa Mascareñas

Sombra Wellness Products

(505) 888-0288

www.sombrausa.com

About Sore No More® Pain Relief

Sore No More Pain Relief, a brand of Sombra Wellness Products, has been delivering trusted topical analgesics for over 50 years. Proudly made in Albuquerque, New Mexico, the company is committed to quality, consistency, and supporting active lifestyles through effective pain relief solutions.