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2014 NASC Sports Commission of the Year

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The Color Run To Return in 2015

The “Happiest 5K on the Planet” Will Mark its Second Year in Downtown Erie August 8

Erie, PA: The Erie Sports Commission is pleased to announce The Color Run will return to Downtown Erie for the second time on Saturday, August 8, 2015. The run, dubbed “The Happiest 5K on the Planet,” saw a sell-out crowd of 10,900 participants in its first year in Erie. The stop will be part of the event series’ “Shine Tour 2015”.

Since its inception, more than four million people have crossed the finish line at The Color Run throughout the world. It is an untimed 5K paint race in which thousands of Color Runners start the race wearing white and are doused from head to toe in different colors along the event course.

The Color Run, debuts their new Shine Tour in 2015 bringing a fresh spin and unique experience to Color Runners around the world. The Shine Tour enhances the experience that Color Runners already love with an all-new Sparkle Zone™ on course with unique opportunities for colorful photographs throughout the course. At the Finish Festival, participants can enjoy music, dancing and massive color throws with accents of new confetti cannons, shimmering clouds of color, sparkle, and more.

The race will begin at Perry Square in Downtown Erie and will follow the same route as the 2014 event. The run will take place the Saturday before Celebrate Erie.

VIP registration will open on March 15, with registration for the general public set to begin on March 20. Registration is available at www.thecolorrun.com/erie. VIP registration begins on March 15 and is priced at \$29.50 until March 25.

“Erie provided one of the best atmospheres for The Color Run that I’ve ever been a part of,” said Walter Sonntag, Race Director for The Color Run. “I couldn’t be happier to return to the City of Erie and work once again with the Erie Sports Commission to ensure another fun event.”

“The Color Run was one of the highlights of our year in 2014,” said Ron Sertz, Executive Director of the Erie Sports Commission. “Walter and The Color Run know how to put on a high-energy, fun, and safe event, and I can’t wait to see Downtown Erie really shine once again.”

For more information, visit www.thecolorrun.com/erie.

The Erie Sports Commission is committed to promoting the Erie region as a prime destination for sports and recreation. The major goals of the ESC are to attract, create, support, and host sporting and recreational events that have a positive economic impact on the region, and assist in maximizing the potential of all regional sports facilities and venues. The ESC strives to enhance the image of Erie by showcasing the community, promote wellness through healthy lifestyles, and improve the quality of life for community members of all ages.

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