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Media Release

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## **The Color Run to be held in Downtown Erie**

**Thousands expected to participate in the "Happiest 5K on the Planet"**

**Erie, PA:** The Erie Sports Commission is pleased to announce that The Color Run is coming to downtown Erie for the first time on Saturday August 9, 2014.

More than a million people have participated in The Color Run, which boasts a presence on almost every continent on Earth. The Color Run is an untimed 5K race in which thousands of participants start the race wearing white and are doused from head to toe in different colors along the event course.

"We are excited to host The Color Run this August," said Erie Mayor Joe Sinnott. "We're thankful for the efforts of the Erie Sports Commission for working to bring this event to Erie. The Color Run's 5k is a nice kick-off to Celebrate Erie and will showcase Erie's downtown."

The Erie event, which is scheduled to start in front of the courthouse on 6th Street and conclude with a colorful finish-line festival in Perry Square, is part of The Color Run's 2014 Kaleidoscope Tour. The race will also serve as a kick-off event for Celebrate Erie.

United Way of Erie County, celebrating its 100th fundraising campaign this year, will receive a portion of the proceeds from the event.

VIP registration is currently underway. Registration for the general public is set to begin Tuesday (Feb. 25th) at [www.thecolorrun.com/erie](http://www.thecolorrun.com/erie). Entry is only \$25 until March 1st. After March 1st entry is \$40 for individuals or \$35 for participants who register as a team of four or more.

"We are so excited to bring The Color Run to Erie," said Race Director Walter Sonntag. "The Erie Sports Commission and the city of Erie have been extremely helpful in securing this event and we are looking forward to a great race."

"The Erie Sports Commission couldn't be more thrilled to announce that this great national event will take place in downtown Erie," said Ron Sertz, Executive Director of the Erie Sports Commission. "This is huge for Erie. It's a fun, high energy race and we can't wait to bring that energy downtown."

*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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