

MAJOR ST. PATRICK'S DAY RACE EVENT RETURNS TO DOWNTOWN EL CAJON JOINED BY BEERFEST, TRIBES & CLANS CHALLENGE



Combined Athletic Events and Wine & BeerFest Create the Ultimate St. Patrick's Day Festival in the Region

MEDIA ADVISORY

RunEC will host the Second Annual St. Patrick's Day Half Marathon, 5k and Green Mile with several exciting additions:

- A full-scale St. Patrick's Day Wine & BeerFest that can be enjoyed by the general public as well as athletes.
- A "Tribes & Clans" Crossfit Challenge to attract a whole new demographic and day-long event.
- A new start/finish line in Downtown El Cajon under the archway and a Finish Line Festival adjacent to the soon-to-re-open El Cajon Brewery.

The race will utilize the same exact course as 2013 but in reverse, making it one of the fastest USAT&F certified 5k races.

The festival, race and Crossfit competition is expected to attract more than 8,000 people in Downtown El Cajon next St. Patrick's Day Sunday, March 16, 2014.

Additional event features include:

- Medal and tech t-shirts for all athletic competitors (including kids and adults with developmental disabilities in the Green Mile)
- USAT&F certified courses plus chip timing
- Free beer and wine for competitors at the Wine & BeerFest, plus ticketed access for supporters
- Cash prizes for the costume contest
- Cash prizes for the top competitors from high schools, junior high, elementary and pre-schools
- Trophies and prizes for the top competitors and most participants (including the BeerFest) from real estate offices (the iRan Challenge)
- On-course and Finish Line Festival entertainment and live music
- Food trucks and local restaurant offers
- Family-friendly activities

The title sponsor of the day's events is the City of El Cajon, while presenting sponsors include imortgage, Sycuan and Barona. Additional sponsors are forthcoming and will be announced soon.

RunEC has chosen St. Madeleine-Sophie Center, Partnerships with Industry and Noah Homes as the primary beneficiaries of funds raised in 2014.

Secondary beneficiaries include Stoney's Kids, the Salvation Army and the National Guard.

RunEC's inaugural St. Patrick's Day Half Marathon and 5k last year was a resounding success. More than 4,000 participants, volunteers and supporters turned out for the day's races and following festivities. This first year truly fulfilled out mission as a nonprofit 501(c)3 organization: to create world-class running events that raise funds to support organizations that help the neediest in East County. In the process, RunEC enhances East County's brand image, attracts new visitors and encourages healthy lifestyles. The concept for RunEC was sparked and created by members of the San Diego East County Chamber of Commerce, which continues to be an active supporter.

With the continued help of international race director Kathy Loper, and ongoing key Board and volunteer participation from Michael Stowers, Meredith Stowers, Cliff Diamond, Lt. Rob Ransweiler, Odie Goward, Anne Ebert, Stephanie Mackey and Guy Gonzales, Ed and Emilie Zouhar, Lori Roberts, Steve Buice and others.

*For more information, please visit runeastcounty.com ,
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