

## NEWS & INFORMATION



### Road Races reveal new permanent logo

FORT WORTH, TX -- The Board of Directors of The Cowtown, Fort Worth's annual road racing event, announced that they have selected a permanent logo to brand their Marathon, Ultra Marathon, Half Marathon, 10K, Adult 5K and Kids 5K races.

The logo incorporates the western flavor of the event, which for 31 years has utilized portions of its award-winning T-shirt designs as its annually changing logo. A bull was frequently included as part of the design.

"We are pleased to have a permanent marking that will identify The Cowtown," said Heidi Swartz, Executive Director. "It will not only be used on our letterhead and brochures, but on banners and printed material as we expand our marketing efforts throughout Fort Worth, Texas and the nation."

The logo, featuring a branding-iron C and a longhorn steer, was created for The Cowtown by graphic designer Carl Bluemel of the University of North Texas Health Science Center, which is the presenting sponsor of the 2009 races.

The Cowtown will be held on February 28. While its mission is to provide a community event to promote health and fitness to the Fort Worth area residents, the event typically has attracted participants from all 50 states and several foreign countries. In 2008, 13,858 runners registered for at least one of the various events.

In addition to UNT Health Science Center, The Cowtown is presented by Chase, The Center for Cancer and Blood Disorders, HCA North Texas, Miller Brewing Company, NBC 5 and the Star-Telegram.

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