



## NEWS & INFORMATION

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### **The 2011 Cowtown Marathon Moves event to Will Rogers Memorial Center**

(Fort Worth, TX) --- The Cowtown, one of the largest multi-event road races in the country, will relocate to Will Rogers Memorial Center for the February 25<sup>th</sup> thru February 27<sup>th</sup>, 2011 event. Will Rogers Memorial Center is located in the heart of the cultural district and full of Fort Worth's rich western heritage.

For the first time in the 33-year history of The Cowtown, races will be held both Saturday and Sunday, February 26<sup>th</sup> and 27<sup>th</sup>.

The Kids 5K, Adult 5K and 10K are scheduled for Saturday, February 26<sup>th</sup> and feature courses highlighting beautiful Trinity Park.

The Ultra Marathon, Marathon and Half Marathon will occur on Sunday, February 27<sup>th</sup> with routes redesigned to include much-loved portions of original courses including The Stockyards, downtown Fort Worth, Colonial Country Club and Texas Christian University.

The Cowtown Health and Fitness Expo will take place on Friday, February 25<sup>th</sup> thru Saturday, February 26<sup>th</sup> and expand to an inside, climate-controlled venue accommodating more runners and vendors.

“The Cowtown is a premiere Fort Worth event dedicated to health and fitness with more participants than any other North Texas run or walk. Our move to the Will Rogers Memorial Center and expansion to three days will make our six unique runs and fitness expo more enjoyable and safe for everyone,” says Brian Hocker, Cowtown board chairman.

In 2010, 21,003 runners participated in The Cowtown's six events setting a record for the most participants in the history of the event. The Cowtown has grown by over 7,000 runners in a span of two years. The move to Will Rogers Memorial Center and expanding the event to three days will help accommodate The Cowtown's growth and offer indoor facilities for the vendors and runners.

Established in 1979, The Cowtown races are presented by Chase, HCA North Texas, MillerCoors, Star-Telegram, NBC 5, The Center for Cancer and Blood Disorders and the University of North Texas Health Science Center.

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