



NEWS & INFORMATION

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The Cowtown Provides Grants And New Balance Running Shoes To 1,400 Local School Children

(Fort Worth, TX) --- The Cowtown announced today that they are awarding grants to 1,400 North Texas school children. Each child will receive a pair of New Balance running shoes and financial assistance to go toward their entry into the 2012 Cowtown event. The number of awards has nearly tripled from last year when The Cowtown distributed funds and shoes to 550 children.

“Enabling area youth to work toward better physical fitness is a stated goal of The Cowtown’s board of directors. We’re so pleased the community is responding by registering for any of our six races thereby providing funds to help these children,” says Brian Hocker, Cowtown board chairman.

The Cowtown emphasizes the importance of good physical fitness in the community by working with local schools and community centers in teaching proper running, training and nutrition to area youth in preparation for participating in The Cowtown as well as a lifetime of fitness.

The Cowtown distributes awards through the C.A.L.F program or Children’s Activities for Life and Fitness. The C.A.L.F. Council, consisting of local school coaches, physicians, board members and community members, provides advice, guidance and valuable input, regarding the community needs of North Texas youth. It is The Cowtown’s goal to keep kids active all year long, not just leading up to The Cowtown event.

The 34th running of The Cowtown is scheduled for Friday, February 24 thru Sunday, February 26, 2012 at Will Rogers Memorial Center. The Cowtown set a record in 2011 for the most participants in the history of the event. School team registrations must be submitted by January 20, 2012. In 2011, 22,089 runners participated in The Cowtown, 4,551 of them in the Kids 5K.

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

New for 2012, Cook Children’s Health Care System has joined on as the title sponsor of the Kids 5K event now named “The Cowtown Cook Children’s 5K”.