



NEWS & INFORMATION

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The Cowtown Kids 5K Awarded Top National Honor Named Top Kids Running Event of Year by Running USA

(Fort Worth, TX) --- The Cowtown Kids 5K has been named Top Kids Running Event of the year by Running USA, a national running organization that exists to advance the growth and success of the running industry across America. The Cowtown Kids 5K is one of the largest youth running events in the nation, with over 4,500 participants annually.

The Running USA Top Kids Running Event of the year award recognizes The Cowtown's work in providing training tools, financial assistance and guidance to area school children and coaches. Children participating in the Kids 5K receive discounted entry fees, training guides, finisher medals and certificates. Coaches and community centers receive training tips, pep rallies and other tools to aid children as they prepare for the 5K event.

“Such a prestigious award from Running USA is confirmation of the success of The Cowtown Kids 5K event and programs. Our nearly 30,000 Cowtown runners and volunteers can be justifiably proud that our efforts and race fees are going toward a very worthwhile, and now nationally recognized, cause,” comments Brian Hocker, chairman of the Cowtown Board of Directors.

In 2011, The Cowtown distributed over 600 monetary grants and 550 pairs of shoes to youth running in The Cowtown Kids 5K. In 2012, the need has tripled and over 1,500 financial grants are being distributed along with over 1,500 pairs of New Balance shoes to area youth.

The Cowtown C.A.L.F. Council (Children's Activities for Life and Fitness), consisting of local school coaches, physicians, community and board members, coordinates The Cowtown's youth programs providing advice and guidance regarding the needs of North Texas children. The group's goal is to keep youth active all year long.

In 2011, 22,089 runners participated in The Cowtown, 4,551 of them in the Kids 5K. The Cowtown set a record in 2011 for the most participants in the history of the event.

The 34th Cowtown is scheduled for Friday, February 24th thru Sunday, February 26, 2012 at Will Rogers Memorial Center in Fort Worth.

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 to The Cowtown, Cook Children's has joined on as the title sponsor of the 2012 Kids 5K event now titled “The Cowtown Cook Children's 5K.”

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