



PRESS RELEASE

January 14, 2025

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Invitation for Reporter/Photographer: Shoe delivery at FWISD school. Email to coordinate.

MEDIA ADVISORY

The Cowtown Marathon: Race weekend is quickly approaching.

Here's what athletes need to know.

(Fort Worth, Texas) – The Cowtown Marathon race weekend occurs at Will Rogers Memorial Center starting on Friday, February 21 with the opening of the Health and Fitness Expo. It continues on Saturday, February 22 with the running of the Kids 5K, Adult 5K and 10K distances, then ends on Sunday, February 23 with the running of the Half, Full, and Ultra marathons.

Virtual Races:

The ability to complete a self-selected route and submit times for official recognition of any Cowtown February 2025 race distance began on January 8, 2025. Virtual runners have until March 31, 2025 to run their race. The last day to register for a virtual race is February 22, 2025.

Virtual participants may also take part in The Cowtown Challenge by registering and submitting times for two race distances, meaning a Saturday run distance plus a Sunday run distance. Athletes may combine in-person and virtual running to complete the Challenge. The Cowtown Challenge comes with an additional medal and challenge gear, all for an additional \$25.

Go to cowtownmarathon.org/races to register today!

Important Deadlines on January 18 for all athletes to know:

Team Deadline: The deadline for corporate or open teams to register is Saturday, January 18 at 11:59 p.m. CT. Anyone who registers after this deadline will be registered as an individual runner.

Mailed Packets: The last day to purchase shipping for your packet to be mailed directly to you is Saturday, January 18 at 11:59 p.m. CT. This is in lieu of picking up your packet in person at the Health and Fitness Expo. The mailed packet includes your Race bib, Runner Shirt, and Finisher Shirt (applicable only for specific races).

Free Transfer: The last day to transfer between race distances or to another person with no additional cost is Saturday, January 18 at 11:59 p.m. CT. There is a \$30 transfer fee associated for any requests after this deadline.

Name on Bib: The last day to have your name printed directly onto your race bib is Saturday, January 18 at 11:59 p.m. CT.

Shoe Deliveries:

Every year, The Cowtown staff and volunteers visit more than 100 schools to hand-deliver socks and shoes to deserving area youth as part of the C.A.L.F. program. This year we have more schools than ever before with 120 total schools throughout North Texas. Proceeds from The Cowtown race weekend support this effort.

As of today's date, the team has delivered 605 pairs of shoes. In the weeks that lead up to race weekend, this total will increase to over 5,000.

"This is the best part of our year and huge part of Cowtown's mission to foster a life-long love of running and fitness," said C.A.L.F. Coordinator Julie Rosiek. "Our success is reflected in the faces of the children we meet."

ABOUT THE COWTOWN: The 47th running of The Cowtown will take place on February 22 -23, 2025 at Will Rogers Memorial Center. Run annually, The Cowtown is a Fort Worth tradition and an international destination sporting event. In-person races include the Adult 5K, Kids 5K, 10K, Half Marathon, Full Marathon, and Ultra Marathon. Virtual options to run all distances are available. Proceeds from The Cowtown benefit the C.A.L.F. Program. The Cowtown 2025 is powered by Baylor Scott & White All Saints Medical Center – Fort Worth.

The Cowtown C.A.L.F. (Children's Activities for Life and Fitness) Program: Since 2009, The Cowtown's C.A.L.F. Program has been inspiring kids across North Texas to fall in love with fitness. Each year, we visit over 100 schools to teach students proper running techniques and share tips on staying healthy—like keeping hydrated, eating right, and staying active. Through our school grant program, we help children from low-income families by providing them with properly fitted running shoes and affordable race entry fees. Thanks to this program, more than 60,000 kids have achieved the incredible milestone of running a 5K in the last 15 years.

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