



PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Cowtown Marathon Welcomes PNC Bank as Presenting Sponsor for the Kids 5K

(Fort Worth, Texas) – The Cowtown Marathon is proud to announce PNC Bank as the presenting sponsor for the Kids 5K, taking place on Saturday, February 22, 2025, at the Will Rogers Memorial Center. This exciting partnership will enhance the experience for participants and families, featuring interactive activities in the Kids Reunite area, located near the Sheep Barns on Burnett Tandy Drive.

The Kids 5K is expected to draw over 8,000 young runners, many of whom are part of school teams supported by The Cowtown's C.A.L.F. (Children's Activities for Life and Fitness) Program, which serves 114 schools in the area.

PNC Bank's sponsorship reflects its commitment to empowering youth through physical and mental wellness initiatives.

"PNC Bank is excited to collaborate with a renowned Fort Worth organization like the Cowtown Marathon," said Brendan McGuire, PNC regional president for North Texas. "As presenting sponsor of the Cowtown Kids 5K, we're dedicated to further connecting with families and caregivers across our Tarrant County community. Whether it's our clients, community or employees, celebrating these shared moments fuels the vibrant spirit of Fort Worth."

This marks the beginning of a promising collaboration between The Cowtown Marathon and PNC Bank. A PNC Bank representative will officially kick off the Kids 5K at 9:00 a.m. on Gendy Street, setting the tone for an inspiring day of fitness and fun.

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 presented 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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